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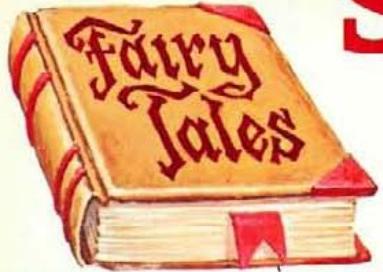
# MAD

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Norman Mingo  
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# SCENES WE'D LIKE TO SEE

(THE FROG PRINCE)



ARTIST: JACK RICKARD



WRITER: SERGIO ARAGONES



# MAD

"Today, it takes more brains and effort to make out the Income Tax Form than it does to make the income!"—Alfred E. Neuman

WILLIAM M. GAINES *publisher* ALBERT B. FELDSTEIN *editor*

JOHN PUTNAM *art director* LEONARD BRENNER *production*  
 JERRY De FUCCIO, NICK MEGLIN *associate editors*  
 JACK ALBERT *lawsuits*  
 GLORIA ORLANDO, CELIA MORELLI, ERIKA HOLTON,  
 DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS  
*the usual gang of idiots*

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# WHY KILL YOURSELF?



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## LOSS LEADER!

Yep, we're at a loss trying to explain why our cloddish leader ordered so many of these full-color portraits of Alfred E. Neuman, MAD's "What-Me Worry?" kid, which just aren't selling even though they're great for lining garbage cans or for training puppies! So help us out...because our loss is your gain! Send 35¢ for 1, 75¢ for 3, \$1.55 for 9, \$3.15 for 27 or \$6.35 for 81 to: MAD 485 MADISON AVENUE, N.Y., N.Y. 10022



## LETTERS DEPT.



### MAD RUSSIAN ROULETTE

I recently went to Moscow, and I had a copy of your so-called magazine in my suitcase. After much looking by two Soviet officials, it was confiscated and I was told it was not allowed in the country. So . . . "You Really Know You've Made It When . . . you're confiscated by the Russians!"

Linda Harris  
Malibu, Calif.

We suspect the enterprising Russian Customs Inspectors then sold it on the Red Market!—Ed.

### ANNUAL REPORTS TO FAMILY MEMBERS

I thought your "Annual Reports To Family Members" was such a good idea, I suggested it to my family. I'm now spending \$75.00 a week for a motel room. Thanks!

David Hovis  
Keyser, W. Va.

### MAGAZINES FOR WAITING ROOMS

Your article on "Specialized Magazines For Office Waiting Rooms" reminded me about my recent visit to a psychiatrist. I changed my mind and left when I saw a copy of **MAD** in his waiting room.

David Wile  
Dartmouth, Nova Scotia,  
Canada

### KOJERK

Kogen's "Kojerk" was a hair-razoring experience!!

Steve Stein  
Montreal, Quebec  
Canada

I laughed so hard while reading "Kojerk," I choked on my lollipop!

Dwight Marden  
Salem, N.H.

"Kojerk" was all Greek to me!

Ric Truax  
Ft. Lauderdale, Fla.

### MAD LOOK AT MODEL-BUILDING

Sergio Aragonés' "A MAD Look At Model-Building" puts it all together!

Jeff Stout  
Mountain City, Tenn.

After reading Sergio Aragonés' "A MAD Look At Model-Building," I'm convinced your Mexican MADman has come unglued!

Eugenia King  
Baton Rouge, La.

## CHINACLOWN

Jack Nicholson's "Chinatown" took on a new slant via Siegel and Drucker. Great jokes from such lichee nuts grow!

Barbara King  
Baton Rouge, La.

Your satire on "Chinatown" lacked the sting and insanity of your usual movie mow-downs. What's the matter? Are you guys turning **YELLOW**?

David F. Lynch  
Drexel Hill, Pa.

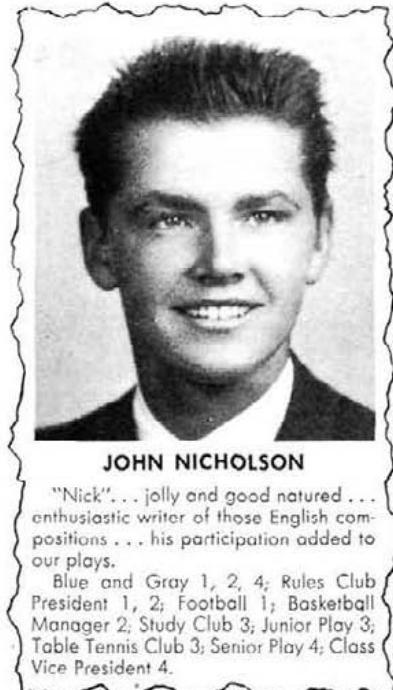
"Carnal Knowledge" was "Five Easy Pieces" as compared to your tactful handling of "Chinatown." Mort Drucker and your writers seem to know Jack Nicholson to "The Last Detail."

Nora Sheehan  
Rumson, N.J.

Mort Drucker does consistently perceptive likenesses of Jack Nicholson. It's apparent he must have a vast file on this star. Just how far back does his Nicholson research go?

Tania St. Jean  
Derby, Conn.

As far back as Nicholson's graduation photo to and write-up in his yearbook at Wall Township High School, N.J.—Ed.



**JOHN NICHOLSON**

"Nick"... jolly and good natured . . . enthusiastic writer of those English compositions . . . his participation added to our plays.

Blue and Gray 1, 2, 4; Rules Club President 1, 2; Football 1; Basketball Manager 2; Study Club 3; Junior Play 3; Table Tennis Club 3; Senior Play 4; Class Vice President 4.

### MAD AID TO MARITAL BLISS?

I see from a post card you sent me that my husband is giving me a subscription to **MAD**. Now all our friends are asking, "Can this marriage be saved?"

Mrs. John Meehan  
Jarrettsville, Md.

### CHRISTMAS CHEER MAGNIFIED

I really enjoy those Marginal cartoons now that I got a jeweler's loupe for Christmas!  
John Breli  
Stratford, Conn.

#### YOU KNOW YOU'RE A PET OWNER

"You Know You're Really A Pet Owner When . . . that MAD Magazine you left lying around on the floor mysteriously turns yellow!"

Ima Darr  
Boston, Mass.

Your "Pet Owners" was right on! But Mr. Gola left out one thing: ". . . when your dog does "glitch" (a word coined by your own Al Jaffee) on your copy of MAD, and you don't care!"

Jim Di Cocco  
Schenectady, N.Y.

My cat, talking about pet owners, takes to MAD before Kitty Litter. Does that make her a discerning Kitty Literate?

Gail Winson  
Arlington House  
New Rochelle, N.Y.

After reading Lloyd Gola's article on pet owners, I know the patience my father must have . . . with the patients my father has. He's a Veterinarian.

Cinda Wood  
Marietta, Ohio

#### LIGHTER SIDE OF COLLECTING

How appropriate! I was burning my collection of MADs while reading Dave Berg's "The Lighter Side Of Collecting."

Tommy Greer  
Ottawa, Ontario,  
Canada

Both Berg and Gola were writing about the lady next door. She collects cats . . . seventy-five of them, at last count . . . and we're downwind.

Jill Simon  
Danvers, Mass.

You KNOW "Collecting" is getting out of hand when MAD #1 sells for \$100 or over at those comic collectors' markets!

Mike Fasman  
Auburndale, Mass.

Dave Berg's piece about collecting is bound to become a collector's item!

Fred Hall  
Oak Bluffs, Mass.

#### MAD LOOK AT CONSUMER SOCIETY

Arnoldo Franchioni's "A MAD Look At Our Consumer Society" prompted me to clip the mousetrap and spiderweb and put them in the bills file we use. Thanks for the "friendly reminders"!

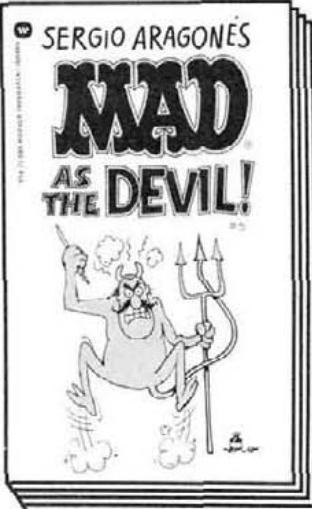
Mary Breukelman  
Dover, Del.

#### MAKES CENTS!

My mother used to think MAD was 40¢ worth of trash. Now she thinks it's 50¢ worth!

Richard Brinklow  
Midland, Ontario,  
Canada

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FIRST, A  
LEFT JAB  
OF ALL NEW  
"SOCKO"  
ARAGONES  
CARTOONS!  
THEN, A  
RIGHT CROSS  
COLLECTION  
OF GREAT OLD  
**MAD**  
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- Three Ring MAD
- Self-Made MAD
- The MAD Sampler
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- DAVE BERG Looks at Things
- DAVE BERG Modern Thinking
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- DAVE BERG Looks at Living

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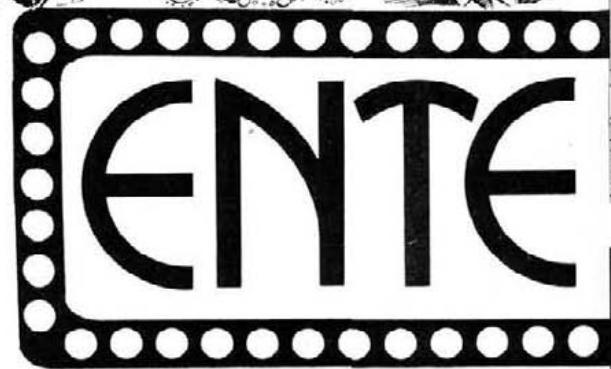
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\*We're singin' 'em again —  
We're singin' 'em again —  
All those MGM numbers  
We filmed way back when!

Those dances and songs,  
Once buried and dead,  
Are pulling the crowds in  
At five bucks a head!

Though the scenes in this show  
Cost a great deal of dough —  
Who cares? They were paid for  
A long time ago!

The profits back then  
Get a lot bigger when  
We're bringin' ...  
And singin' 'em again!



\*Sung to the tune of "Singin' In The Rain"

\*This show  
Of our films long ago  
Makes one ask  
Why we took on this task;  
Well, you see,  
It was done for a fee—  
Not entertainment!

One time  
We were all in our prime,  
But, somehow,  
We don't look that way now,  
Which explains  
Why this film gives us pains —  
Not entertainment!

You'll see  
Skinny me  
When I wore no toupee!

Plus scenes  
Of routines  
When I showed no decay!

Don't... try... to...  
find Alice Faye —

Or a great  
many others  
from Fox or from  
Warner Brothers!



\*Sung to the tune of "That's Entertainment"

BEST FOOTAGE FORWARD DEPT.

That's right! They're singin' 'em again...in a successful new film ...all them outdated songs from all them corny old MGM Musicals! And what's even *more* amazing is: People are standing in line and paying good money to see this movie! And it hasn't even got a plot! Which makes us kinda wonder . . .

# WHAT'S RTAINMENT?

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

So what? Just as long as you've got Ancient stars like the Loys and Lamarrs, You can't miss With a movie like this— Or haven't you heard? Nostalgia's the word — NOT en-ter-tain-ment!!

Hi! I'm Frank Sinatra! When I heard they were doing this picture, I told the Producer that I just had to be the Number One "Emcee"! Luckily, he agreed . . .

. . . which meant that I could call off my boys before they injured him seriously!

MGM Musicals have always been popular, and you know why? Because they reflect the times! Like this early extravaganza made during the carefree years of the Great Depression . . .



DANCE FOOLS DANCE  
STRIKE UP THE BAN  
CHASING RAINBOWS  
TILL THE CLOUDS ROLL BY  
FLYING HIGH  
FREE AND EASY  
EVERYBODY SING



\*Here am I  
In '36,  
Surrounded by  
A hundred chicks,  
Who typify  
The music flicks  
You see!

No dismal headlines,  
No people in breadlines;  
As for the Depression,  
It's just an expression:  
The times they are good, dear,  
Because this is Hol-ly-wood,  
Dear!

Folks have said  
The country's dead  
And badly fed  
And in the red;  
They're all misled —  
How wrong can  
People be?

From this scene,  
It's clear to see  
We've nothing but  
Prosperity;  
I'm sure that  
Nelson Eddy  
Would agree!



\*Sung to the tune of "Tea For Two"

I'm Elizabeth Taylor! I worked 18 years for MGM, and this appearance is a token of their gratitude . . . not for my work here, but for bombing with "Cleopatra" at another studio!

MGM Musicals were fantasies! Boy meets girl, boy marries girl, boy never divorces girl! And the most wonderful fantasy of all was expressed in this "Wizard Of Oz" number . . .



\*In these MGM successes,  
The girls keep on their dresses,  
And nothing's rated "X"—  
True, it's hard to conceive it;  
In the future, who'll believe it  
That we've done away with sex!

When a dancer like Gene Kelly  
Gets stripped down to his belly  
And makes his muscles flex—  
Don't expect any action  
But a musical attraction  
'Cause we've done away with sex!



\*Sung to the tune of "If I Only Had A Brain"

Yes, we  
Think pur-i-ty  
Is best for everyone —  
Of course, we don't talk about the fun  
That film stars have  
When work is done!

In an Andy Hardy movie,  
The girl is always groovy;  
Sometimes she even necks —  
But alone she is sleeping;  
Her virginity she's keeping  
'Cause we've done away with sex!



I'm Peter Lawford! I was never a "big" star at MGM, which is why Frank Sinatra allowed me to appear here! I'm no threat!

Not all MGM Musicals were romance and fantasy! "Showboat," for instance, was a serious epic full of grief, hardship and misery! But suffering was no stranger to us! After all, working at MGM meant our boss was the infamous Louis B. Mayer . . .



\*L.B. Mayer —  
That L.B. Mayer —  
With him no actor  
Ain't got a prayer —  
Because he's ownin' —  
He keeps on ownin' us all!

He owns our bodies —  
He owns our faces —  
And them that bugs him  
He soon replaces  
'Cause L.B. Mayer  
He keeps on ownin' us all!

Big stars cry, "Please  
"Let me go!  
"Paramount's offered me  
"Twice the dough!"  
Ol' L. B. says, "No can do!  
"Your contract doesn't run out  
Till you're nine-ty two—ooo!"

Life gets weary —  
It's really stinkin'  
We don't need unions —  
We need Abe Lincoln!  
'Cause L.B. Mayer  
He keeps on ownin' us all!



\*Sung to the tune of "Ol' Man River"

I'm Debbie Reynolds! When I first came to MGM in 1950, the studio was celebrating its 25th Anniversary with a fabulous banquet for all its stars! It was the most glamourous, exciting occasion in Hollywood history . . .



Yecch! This chicken is really awful!

What do you expect! L.B.'s Brother-in-Law is the Caterer!

I better ask for a Doggie Bag!

For your poodle?

No . . . for my Agent!  
He gets ten percent of everything!

Hey! Why is Walter Pidgeon our waiter?

He's between pictures, and you know L. B.!

Here I am, 27 years old, and they still serve me a children's portion!

L.B. said if I didn't show up here, he'd trade me to Republic for Vera Hruba Relston!



I'm Gene Kelly! At MGM, we worked on many sets! There was the Small Town Set, the African Jungle Set . . . and this one . . . the Manhattan Island Set! Rather than film a scene on location, MGM found it easier to build a SECOND Manhattan Island here in the studio!

People often ask me, "Who was your favorite dancing partner? Was it Vera-Ellen, Leslie Caron, Cyd Charisse?" I'd be a fool to answer that question because the truth is: I never had any dancing partners! Flunkies, maybe! Novices, hangers-on . . . yes! But dancing partners, never!

But enough of me talking about me! There was another dancer at MGM . . . Fred Astaire . . . and I'm going to let HIM talk about me . . .

What can you say about Gene Kelly? Class, grace, elegance . . . I had ALL those things! Gene was different! He performed dangerous acrobatic stunts I'd never dream of doing! But then of course, HE was replaceable!

Incidentally, don't believe everything that Gene's told you! As you'll see in his great scene from "Singing In The Rain," he DID have a favorite dancing partner—HIMSELF!!



\*I'm wingin' it alone —  
I'm wingin' it alone —  
No broad to upstage me  
Like Leslie Caron!

I'm soaked to the skin!  
I'm chilled to the bone!  
I may get pneumonia,  
But I'm on my own!

Every time that you see  
Cyd Charisse bare her knee,  
Though we're dancing together,  
You're not watching me!

There's on-ly one way  
To be big-ger than they,  
I'm wingin' . . .  
And singin' it alone!



### \*Reprise to "Singin' In The Rain"

I'm Donald O'Connor . . . and I was nearly passed up as an Emcee for this picture! It was a choice between me and Francis the Talking Mule! Unfortunately, I won!

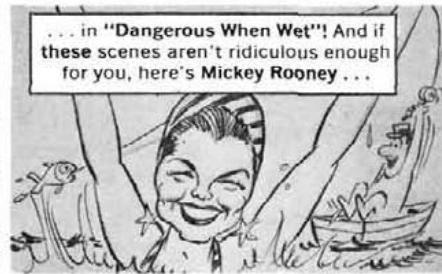
Most big movies have intermissions so you can stretch your legs, buy a Coke, or go to the bathroom! This movie has a new kind of intermission! It's called, "Highlights Of Esther Williams Films"!



Here's Esther in "Bathing Beauty" . . .



Here's Esther in "Neptune's Daughter"



This is Carvel Street, where Andy Hardy lived! It's not much to look at today, but then neither is my career!

Most of us at MGM started out in low-budget productions! But if we were lucky, we got to star in a major production —like Judy Garland did in "Meet Me In St. Louis" . . .



I'm bushed!  
Don't we ever get a day off?

They turn out Musicals here like it's a factory!

It IS a factory!  
And if you think they're hurrying THIS film, you should've seen the cheap, quickie Musicals they USED to make me do . . .

\*Zoom, zoom, zoom went the camera — Bright, bright, bright glowed the spot — Fast, fast, fast went the shooting — When I worked on that low-budget lot!

"Lights, lights!" screamed the Director — "Take, take!" cried out the crew — "Sing, sing" yelled the Conductor — In three days we were usually through!

\*Sung to the tune of "The Trolley Song"

We had no break  
From dawn till nine!  
I felt like I was on a Ford assembly line!  
One scene would end —  
The next begin;  
Our pace was faster than a pass from Errol Flynn!

**MEET  
ME IN  
ST. LOUIS**



"Print, print!" yapped the producer —  
"Sell, sell" roared L.B. Mayer —  
Bam! Bam! In came the profits —  
On the day we were through,  
They announced that a new  
Film would start —  
That I must take the part!

So I ran and I  
Got  
To the spot  
On that lot  
Where each plot  
Looked the same —  
Just a different name!

I'm **Bing Crosby!** You'll notice in this movie that each of us talks about **someone else!** I've been told to talk about **Frank Sinatra ... BY Frank Sinatra!** Not that I want to, but a man will do almost anything when there's a contract out on him!

Frank always knew what he wanted . . . even thirty years ago . . . when he appeared in one of his first Musicals with Jimmy Durante!

Whatsa matter, kid?  
Your goil got you down?

Since when have I had trouble getting girls?  
I want more than girls!  
I want fame . . . power!  
I want people to bow and kneel and grovel!  
I want to be KING OF HOLLYWOOD!!

\*I am very big with screaming adolescents, But the studios, they only talk of "Bing"! Still I've got some big connections With the clout to make me "King"!



They are casting me today in Grade B pictures.  
The executives don't like my "ring-a-ding";  
But I know the boys with muscle . . .  
With the clout to make me "King"!

I can't wait until that day arrives,  
When the moguls change their views;  
They'll be trembling when that offer comes  
That they know they can't refuse!

I'll have body-guards and own hotels in Vegas,  
And with every famous actress  
I will swing;  
I may even tour Australia,  
Where I'm loved like anything —

I will run this place!  
I will rub it in their face  
Till they've never heard of Bing!  
And then you'll see that I'll be  
"King"!



\*Sung to the tune of "It Might As Well Be Spring"

Hil! I'm Jimmy Stewart, a Brigadier General in the Air Force, and a rock-ribbed Conservative! And I'm proud to be in this film because it gets us away from the trash and filth we have to put up with today!

Just look at the clean, fresh-faced kids in these old Musical scenes, and you'll see why America used to be such a great place to live in!



\*We can't make a film that's true to life, baby!

We can't show a man divorce his wife, baby!



Filthy slums, Drunken bums — They don't exist!

Cops and Feds Busting heads Aren't the stuff that dreams are made of!



\*To the tune of "I Can't Give You Anything But Love"

When boy meets girl we like to keep it light, baby!  
Bubbly, pro-Establishment and trite, baby!

Just make sure the boy and girl are white, baby!  
We can't make a film that's true to life!



Over the years, MGM has made more than 200 Musicals! If you had to pick one as "best," I think everyone would vote for "West Side Story"! Unfortunately, that one was made by United Artists!

But that's YOUR tough luck, because this show is over! And if you ask us—



\*There's no movies  
Like old movies  
Like no movies  
Today!

Pardon us if we sound egotistic,  
When we tell you that they filled the house!  
Even though they seemed a bit simplistic,  
And realistic... as Mickey Mouse!

There's no pictures,  
Like our pictures!  
What's more, they're  
Rated "G"!

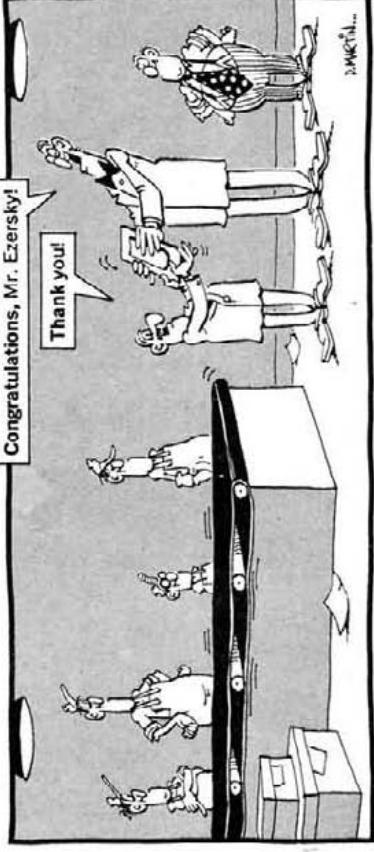
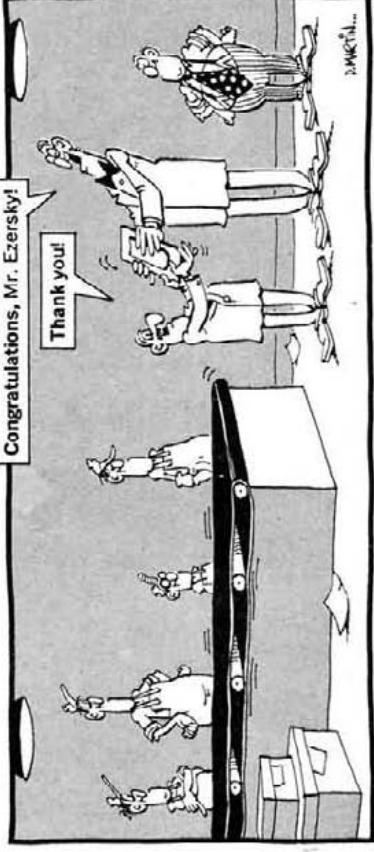
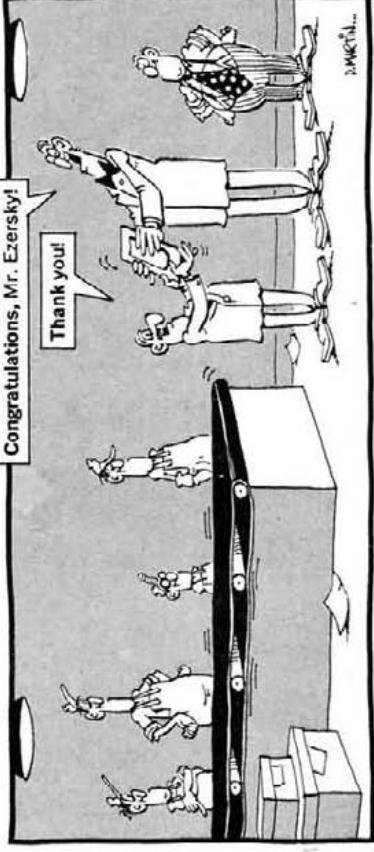
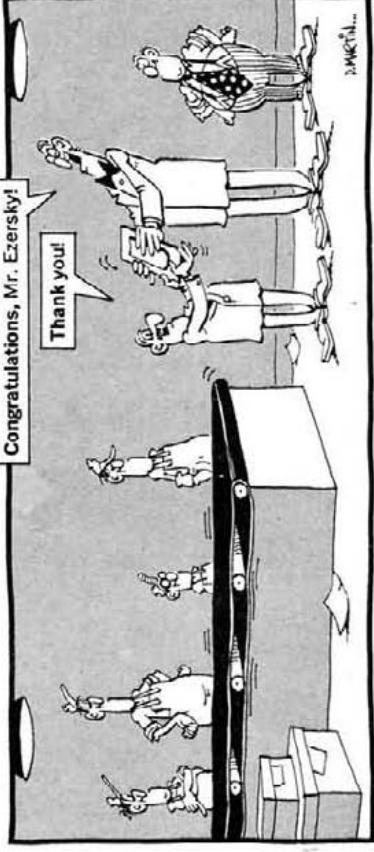
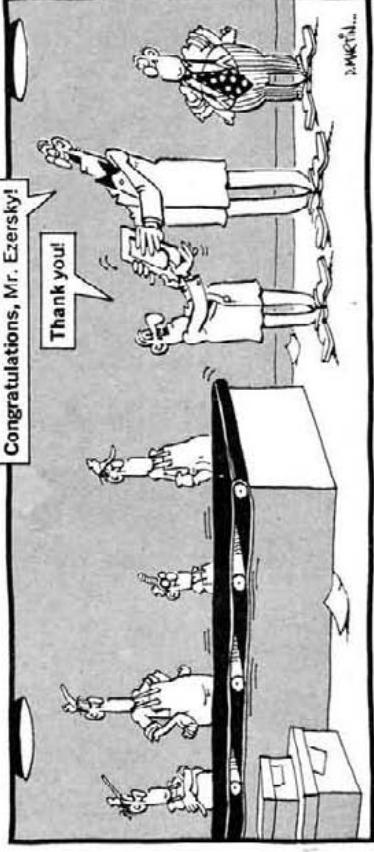
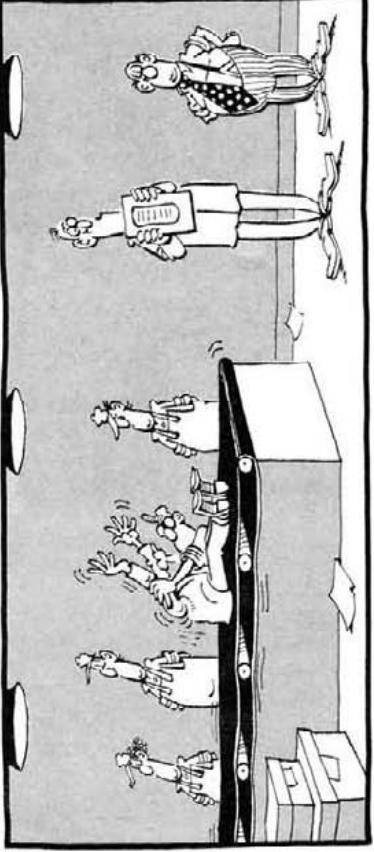
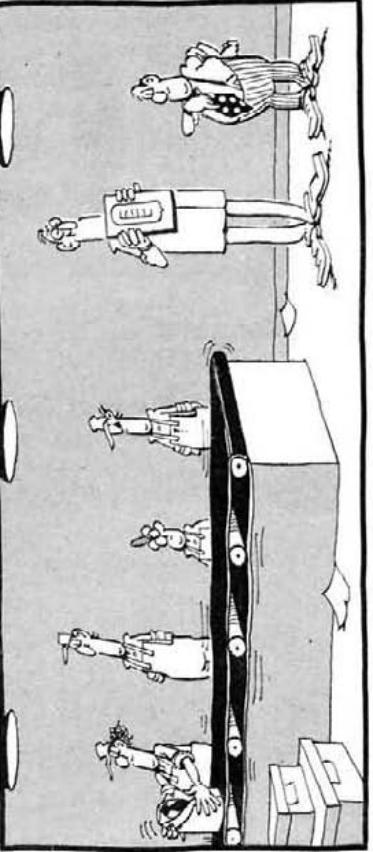
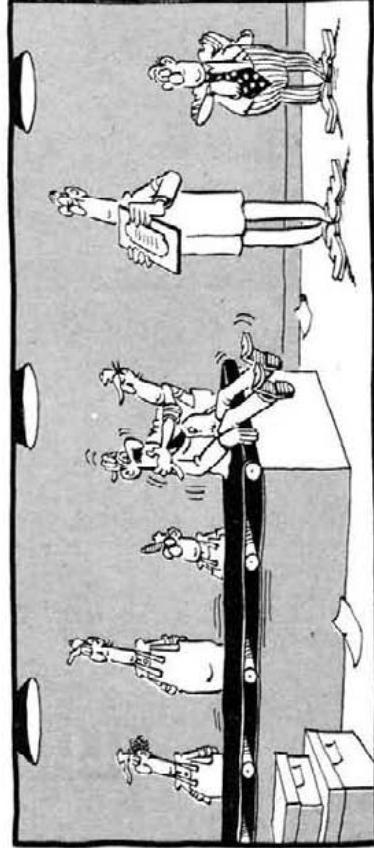
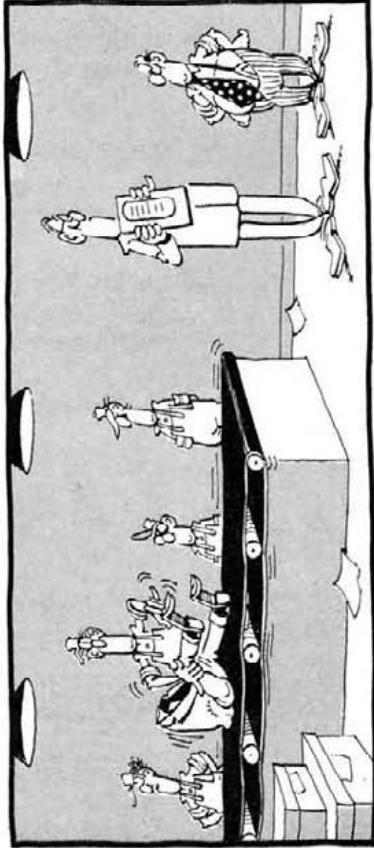
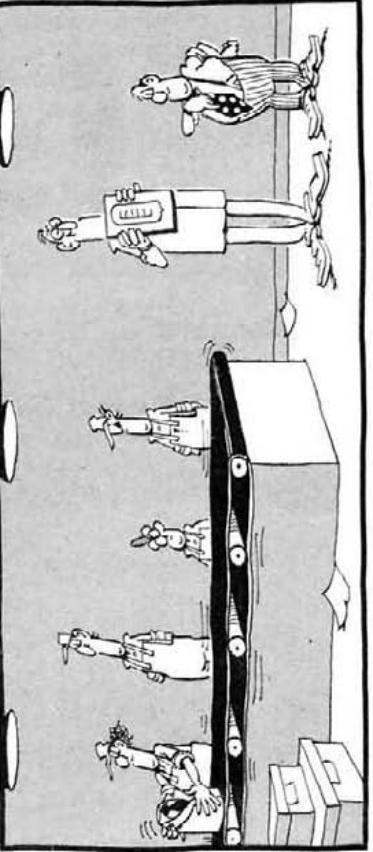
But we must confess  
though each one was a gem,  
THIS one's a rip-off from MGM!  
If you stay at home,  
you could be seeing them  
For free... on your TV!



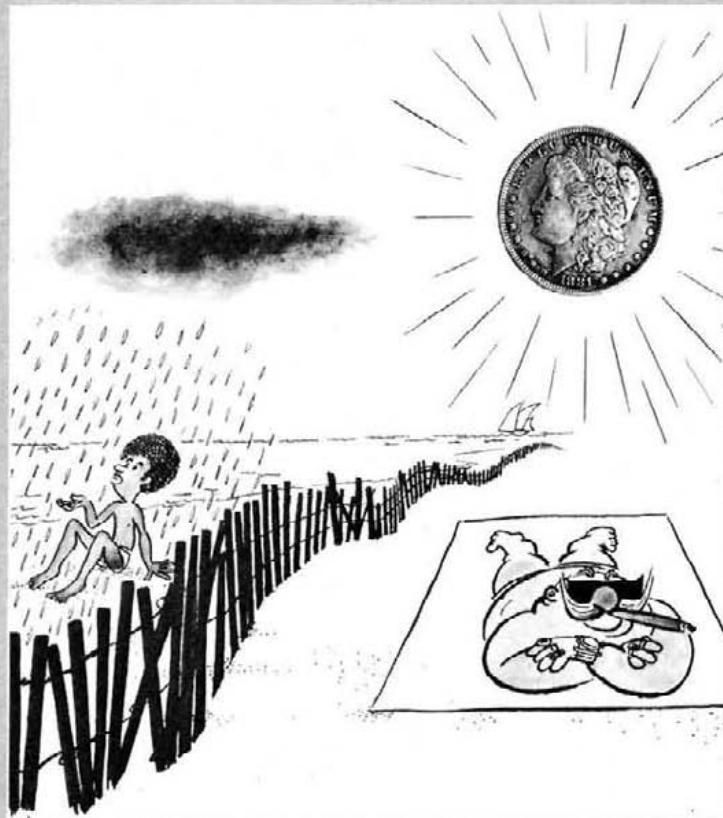
\*Sung to the tune of "There's No Business Like Show Business"

# ONE MORNING ON AN ASSEMBLY LINE

Er... I'm from the National Awards Council! I was supposed to present Mr. Peter Ezersky this plaque for his contribution to the development of the Conveyor Belt Technique in Manufacturing, but I can't find him!



# RICH IS

**P WANTED—Male-Female—2000**

**ADJUSTER**—Envelope Mfr seeking equal position on Swift International right side of house. Must be individual in his national co. Maint costs, relo. expences will be paid by Co. One year's sick leave & 1/2 of first yr.

**AUTO MECHANIC**

Fast A. Mechanic needed for class A Ford-GM dealership in Vernon area. No experience need apply. Very good benefits.

**BOOKKEEPER**

Have experience in cash disbursements, bank reconciliations, bookkeeping, etc. Please write us. We are seeking a person to grow with a large company. Excellent start.

**BOYS/GIRLS, MEN/WOMEN**

Factory, exec., steady to \$100

**CHILD CARE**

**HOUSE PARENTS.** Couples preferred to care for a spacious home for 2 or 3 children. Provide child care services. Excellent salary and benefits including 4 weeks vacation, 5 days week.

**CLERK/TYPIST**

Mature responsible person reqd. Pleasant working atmosphere. Good working conditions. Phone & life typewriter.

**COLLECTOR**

for estab. International routes. Balcony. Queen. Good car nec. Salary \$200 per month.

**CUTTER**

Cutter. E. plastic, E.T. steady, liberal benefits, small shop. 42-62

**Father writing on a visiting card**

In phleasant office, H.S. grad. Some exp. prof. \$1000 weekly. 5 days 8:30 S.

**HANDYMAN**

Familiar with carpentry, electric, & plumbing. Job or part time. Paid 11-12pm. Must have knowledge central steam & domestic repairs.

**HIGH SCHOOL GRAD**

General off work, some evenings, 8:30 pm.

**KEYPUNCH OPERATOR**

For nationally-known furniture co. exp or training, watchkeeping, exp. salary. Benefits. Midtown.

**MASSEUR**

Wanted. Must be strong, all shifts, 8:30 pm.

**SUPERVISOR****AIR-PAK**

Our 747's leave JFK at 8 PM daily.

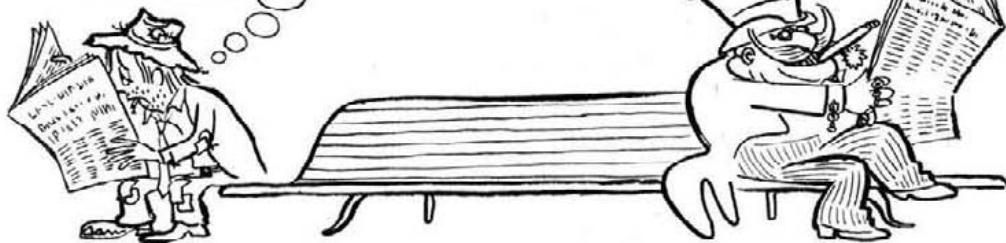
**Greatest travel adventures in the world.**  
BAHAMA OUT ISLANDS  
Not out of the way. Just out of this world.

**BAHAMA**

OUT ISLANDS

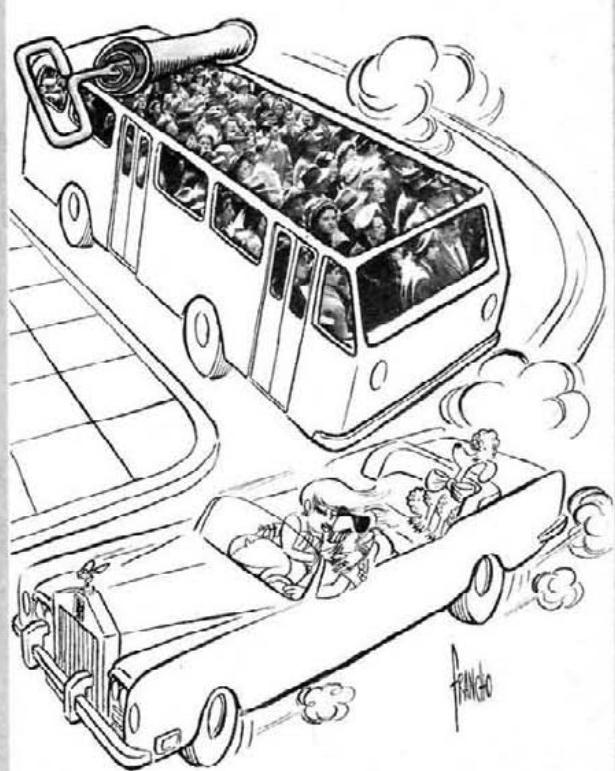
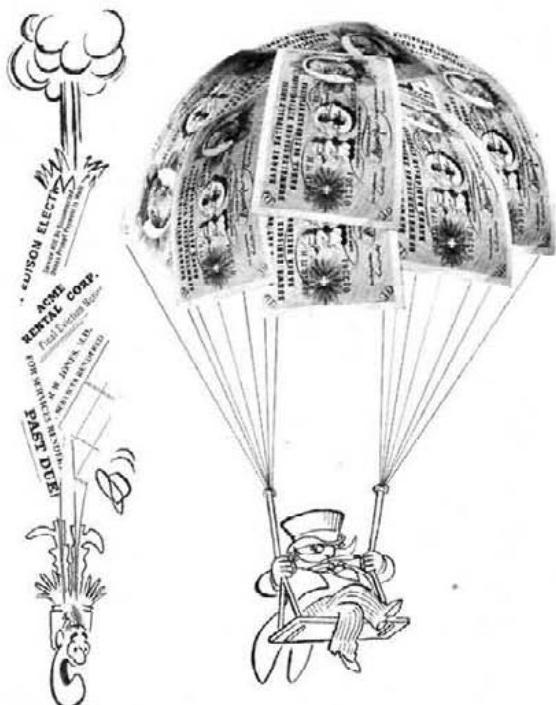
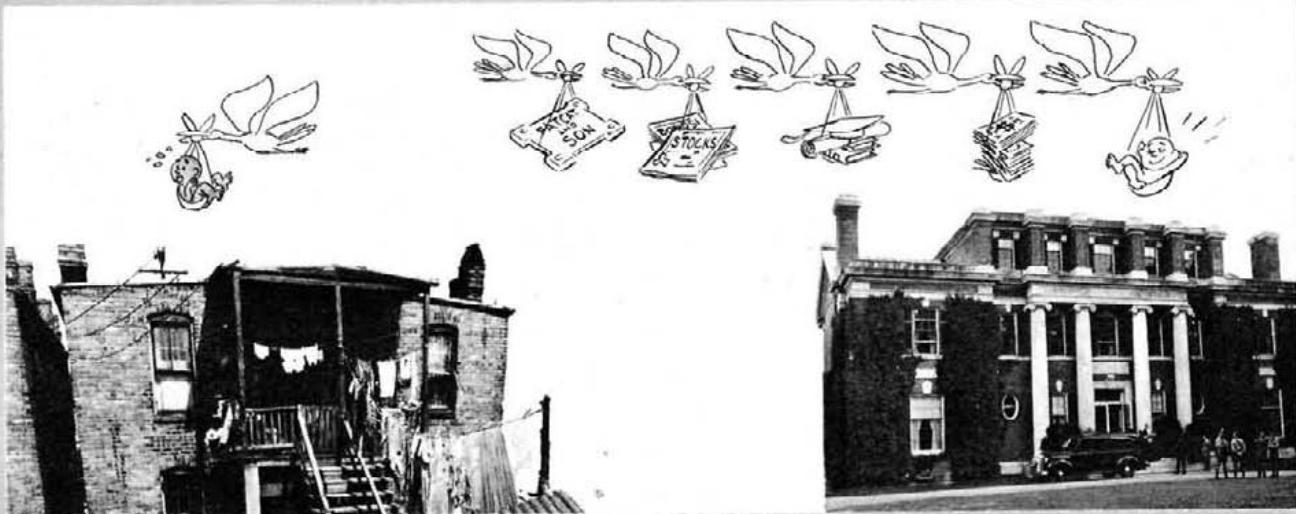
**Strangely beautiful cruises to forgotten islands.** Indonesia adventures. 5 to 14 days, 2 to 7 ports. Sail from Singapore, Bali or Jakarta. every port.

TRAVEL INC.



# BETTER

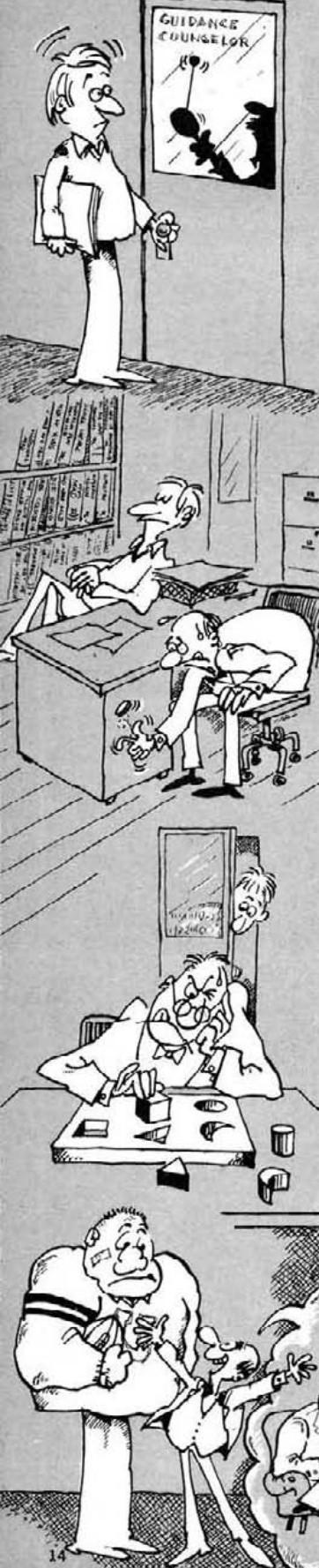
ARTIST & WRITER: ARNOLDO FRANCHIONI



PHOTOS BY: IFPI

# WHAT IS A GUIDA

ARTIST: SERGIO ARAGONES



**B**etween the time you first enter school wondering what you want to be, and the time you graduate wondering why you turned out to be what you didn't want, you are certain to fall into the clutches of a creature known as a Guidance Counselor. Guidance Counselors exist at every educational institution, and can be spotted in a flash because they are the only adults around who look a little too smart to be janitors, and a little too dumb to be teachers.

**G**enerally speaking, a Guidance Counselor is a person who spends four years studying psychology at the state university so he can advise you to spend six months studying arc welding at the local trade school. He also feels eminently qualified to counsel you about your emotional problems, which aren't as bad as his . . . and your sex life, which is a lot better than his. In setting you straight on such delicate matters, he may take any one of three approved Guidance Counseling approaches: The Firmly Mistaken, The Flexibly Indecisive or The Wishy-Washy Namby-Pamby.

**T**he strange ways of the Guidance Counselor can be viewed in their most horrendous form when he is put in charge of Student Activities. His idea of a gala Homecoming is to have the police round up all the drop-outs and drag them back to school. His idea of a memorable Senior Prom is to let the girls dance in the gym from eight to ten, followed by the boys from ten to midnight. And his idea of scheduling the season's Big Game is to have your chess club play a match against Honolulu High School . . . by mail.

**B**ut despite their shortcomings, Guidance Counselors perform a unique function in our educational system. Who else would have the nerve to coach you on getting ahead in life when he's been stuck in the same job for thirty years? Who else would dare to enforce the school dress code while he's wearing a blue suit with a green necktie and brown shoes? Who else would brazenly try to score aptitude tests after his own aptitude test showed a lack of aptitude for scoring aptitude tests? And who else would rush through a guidance session on the development of adult emotional relationships, just so he could hurry home for an evening of solitaire in the apartment he shares with his mother?

**Q**ualified or not, Guidance Counselors seem to feel a compulsion to dispense guidance wherever they go. Even in their spare time, they can be observed systematically guiding their relatives into nervous breakdowns . . . guiding their neighbors into frantic searching for new homes across town . . . guiding their friends into switching off the TV football game so they can watch "Meet The Press" . . . and guiding their '66 Chevy Novas into Howard Johnson's for a big Saturday night English Toffee spree.

# NICE COUNSELOR?

WRITER: TOM KOCH

**M**ost students naturally assume that the lives of Guidance Counselors are always dull and drab and devoid of emotional highs. Not so. In private moments, they have been known to experience Sheer Ecstasy . . . when they find a juvenile parole violator who can be sent back to reform school. They often feel a sense of Deep Fulfillment . . . whenever they can scream at a coed for stupidly getting pregnant. On occasion, they even succumb to Flaming Passion . . . and throw the president of the Ethnic Students' Association out of their office, while he's still presenting his demands.

**A**ll in all the typical Guidance Counselor embodies the same laudable qualities found among great men in other walks of life. He possesses the Cheery Good Humor of John Mitchell, the Sensitive Understanding of Johnny Carson, the Quiet Patience of Muhammed Ali, the Unswerving Loyalty of Wilt Chamberlain, the Creative Imagination of Johnny Mann, the Guileless Generosity of King Faisal, the Stately Bearing of Mickey Rooney and the Calm Maturity of Jerry Lewis.

**A** Guidance Counselor is really everything a student could want in a friend and advisor. He is Fatherly Concern with a vacant stare, Warm Camaraderie with a cold, wet handshake, Liberal Open-Mindedness wearing an American Legion pin, Total Competence in mis-matched socks, and the Ideal, All-Around, Well Balanced Parent Figure, who doesn't happen to have any children of his own because he never got married because the prospect of going out on his first date still terrifies him . . . at age 46.

**M**ost Counselors take a special pride in their Vocational Guidance techniques, which consist mainly of signing you up for all the courses, you'll ever need to launch a career that you don't want and they don't understand. But even after you've taken every course and graduated with very honor, a Guidance Counselor is seldom able to find you a job as a New York Disc Jockey or a Hollywood Talent Scout or a Boston Symphony Conductor. More likely, his Placement Service will offer you work as a Super Market Box Boy or a Steel Mill Furnace Stoker or a Shepherd.

**T**he only thing you can be absolutely sure of is that the vocation chosen for you by your Guidance Counselor will be the wrong one. If your I.Q. tests out at 194, he'll try to steer you into a street cleaning apprenticeship. If you're flunking Remedial Multiplication, he'll spot you as a good prospect for nuclear physics. But no matter how ill-suited you are for the career he's picked, you'd better follow his advice. After all, things could get a lot worse if you force him to fall back on his second choice, and utter those words that every student dreads to hear:

"YOU'VE GOT WHAT IT TAKES TO BECOME A GUIDANCE COUNSELOR!"





BERG'S-EYE VIEW DEPT.

## THE LIGHTER SIDE OF...

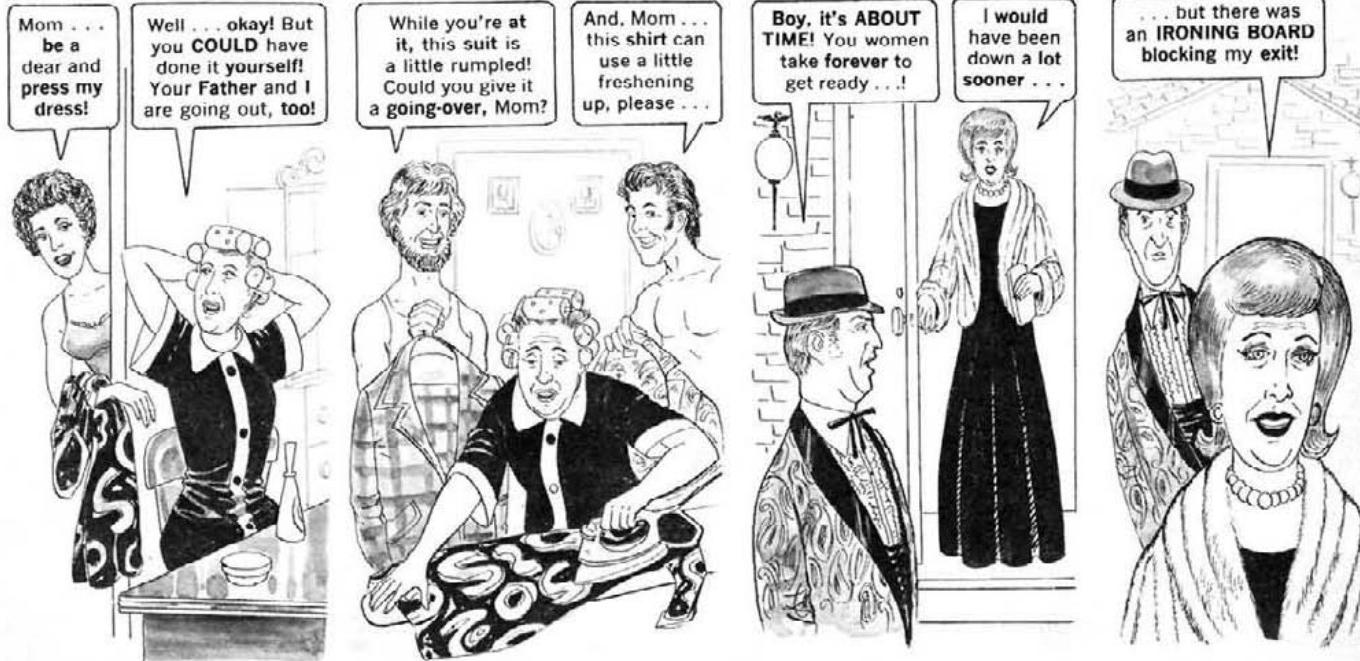
CBS





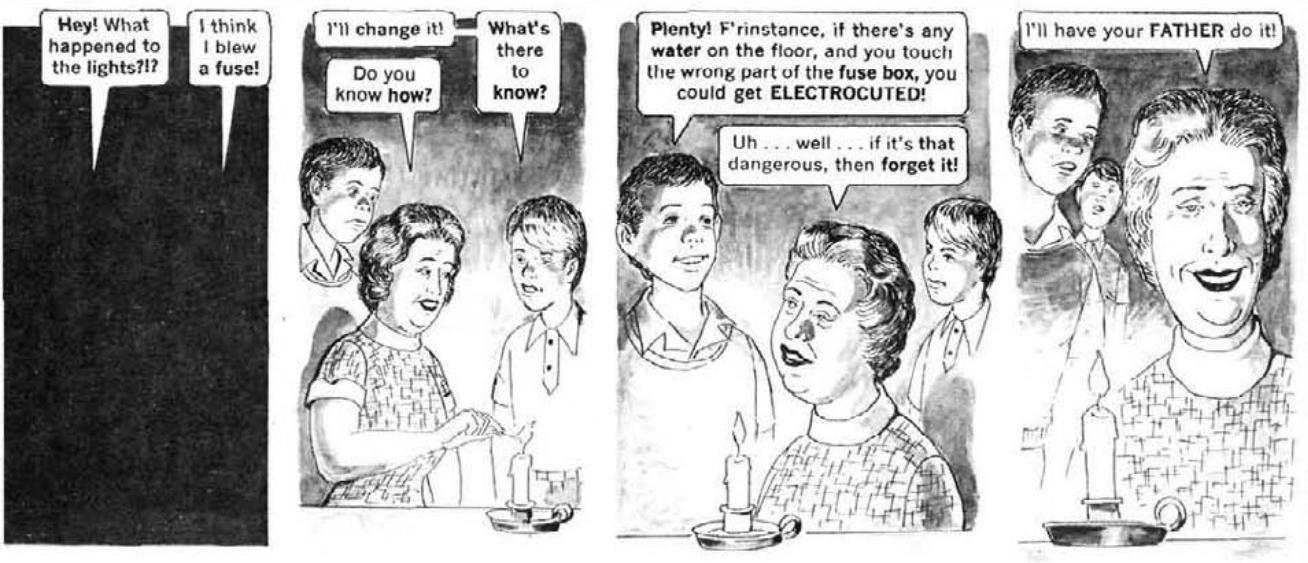
# ORES

ARTIST & WRITER:  
DAVE BERG

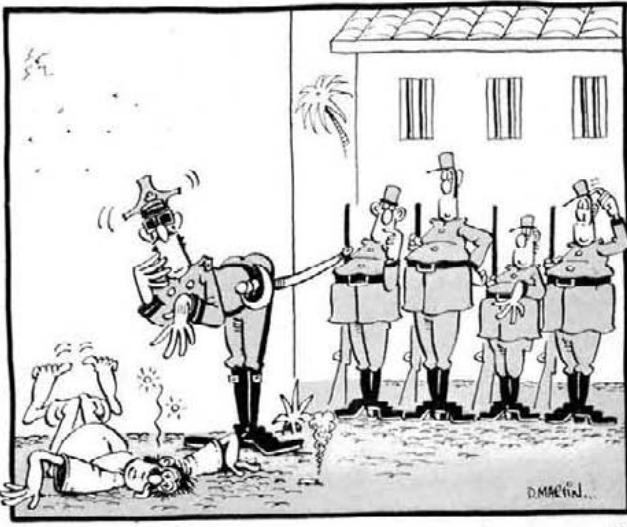
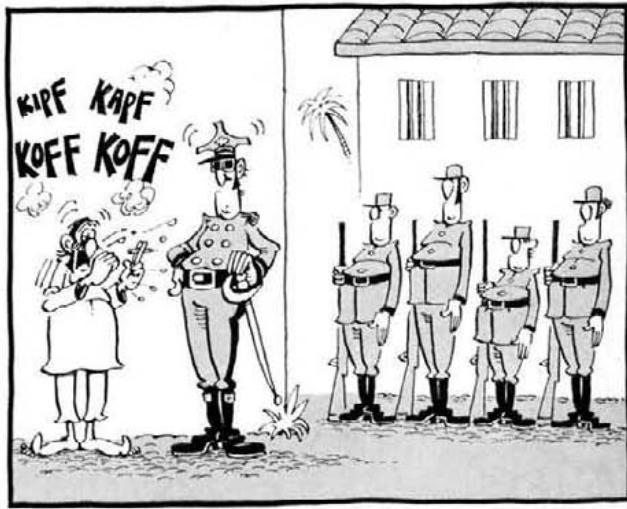
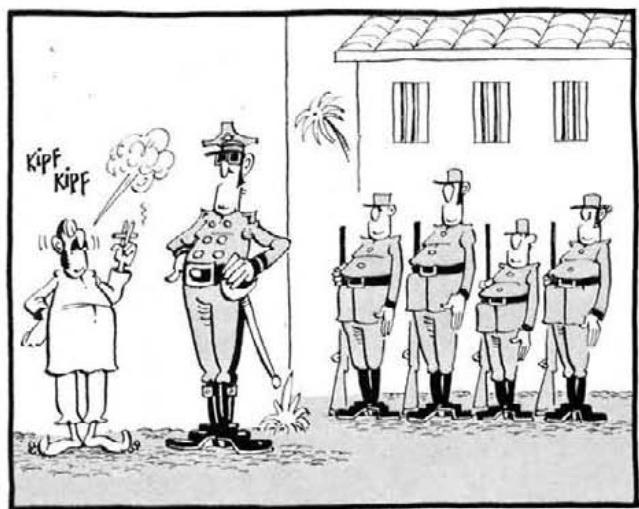
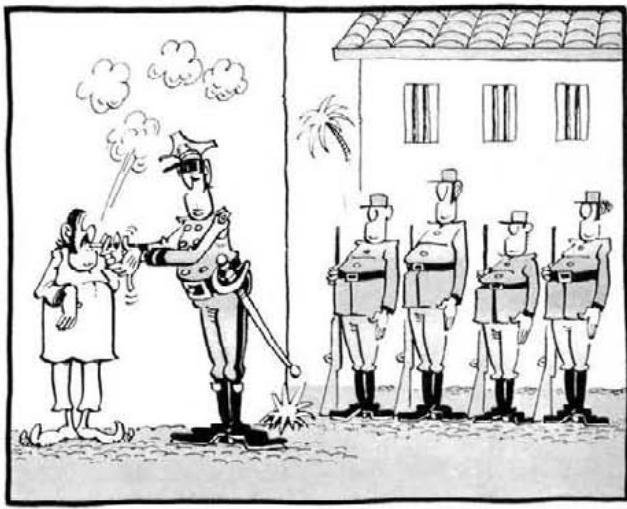
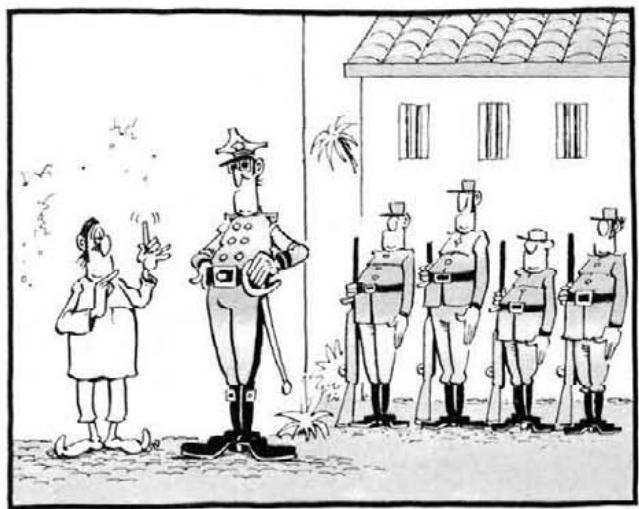








# THE PRISONER'S LAST REQUEST



# A MAD LOOK AT CO

Here are the new Time Tables! They go into effect tomorrow!

These are great! All the trains are ten minutes earlier than on the old schedules! Can't you just see the foul-ups tomorrow morning when the Commuters get here and find out their regular trains left ten minutes before?

Westfield ... Westfield ... The next stop is Westfield!

Hey, we're gonna have to talk to the new guy! You can understand every word he's saying!

Poor old Casey ... ruined his perfect record today!

What happened ... ?

He brought his train in ON TIME for the first time in fifteen years!

Gentlemen, I am happy to announce that since the State took over the Commuter Railroads, we've developed this new "Super Train" ... capable of doing 200 miles an hour! This should solve our transit problems!

He neglected to mention that we haven't got any tracks that can handle a train going over 60!

Ahhh, what's the difference? By the time the Public finds out, the Election will be all over!

I really dig driving an empty train past a station packed with Commuters!

Yeah ... especially in bad weather! Just look at their faces!

It's moments like this that make the job worthwhile!

Which one of you clowns designed this new City Transit System Map?

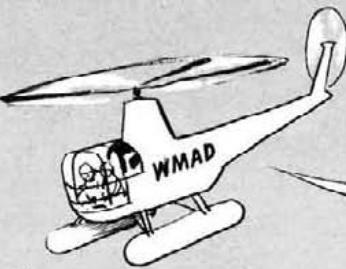
What's wrong with it?

It's too easy to understand!

# MMUTING

ARTIST: BOB CLARKE

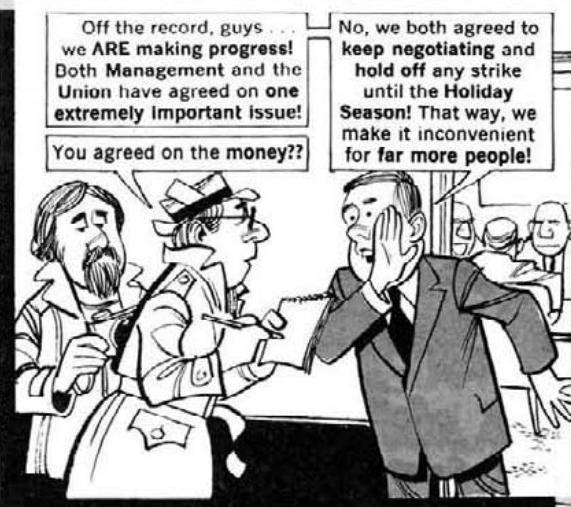
WRITER: LOU SILVERSTONE



This is your WMAD Traffic Reporter! I'm happy to say that everything is moving smoothly, without any delay!

If you're up here, that is!

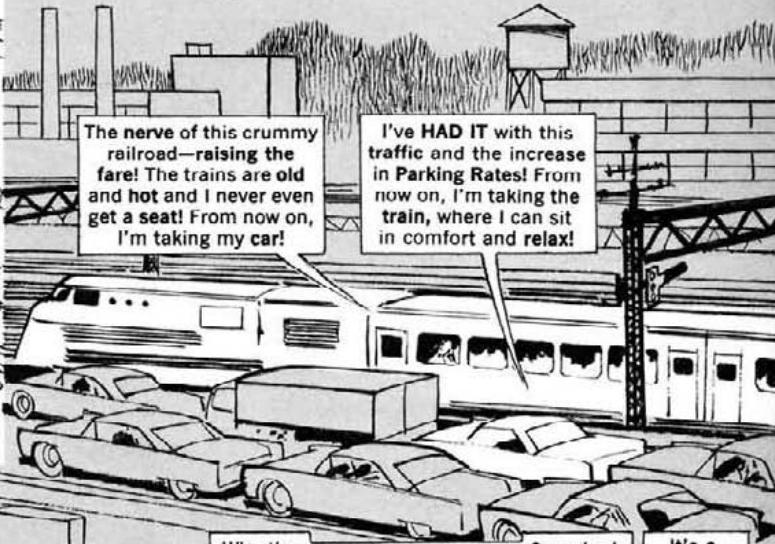
If you're driving in that mess down there, forget it!



Off the record, guys... we ARE making progress! Both Management and the Union have agreed on one extremely important issue!

You agreed on the money??

No, we both agreed to keep negotiating and hold off any strike until the Holiday Season! That way, we make it inconvenient for far more people!



The nerve of this crummy railroad—raising the fare! The trains are old and hot and I never even get a seat! From now on, I'm taking my car!

I've HAD IT with this traffic and the increase in Parking Rates! From now on, I'm taking the train, where I can sit in comfort and relax!



How come we're just starting to work at 4:30 in the afternoon?

So we can catch the Commuters at the height of the Rush Hour!

Those poor jerks will be lucky if they get home by Midnight tonight!

Why the tie-up? Has there been an accident?

No... some guy abandoned his car and he's running around, screaming for help!

Somebody should call a Cop!

It's a Cop who's running around, screaming for help!

Gentlemen, you know that the Governor promised that this would be the BEST Commuter Railroad in the world...

Is he giving us money for new equipment?

No, he's giving us money for advertising and publicity! We're going to get a new image!

The Government ought to do something about this lousy traffic instead of harassing us citizens all the time!

Yeah! Yuh can't even take a guy for a ride any more!

LET

# HAS ANYBODY EVER

A DUNCE CAP



OR A BURGLAR WEARING A "LONE RANGER" MASK



OR A NEWSBOY YELLING "EXTRA! READ ALL ABOUT IT!"

OR A MAGICIAN

TIED TO THE END OF A STICK



OR AN INDIAN THAT EVER SAID "HOW!" OR

OR A LADY FLIRTING WITH A MAN BY DROPPING HER HANDKERCHIEF



IN A DOOR



OR TWO DRUNKS STAGGERING UP THE STREET SINGING "SW

OR A BILLY GOAT EATING A TIN CAN



OR THE "LIFE OF THE PARTY" WE

ED OUT WITH SOAP



OR A MAN DRINK CHAMPAGNE FROM A LADY'S SHOE

WAITING FOR HER HUSBAND WITH A ROLLING PIN



OR A REPORTER WITH A



# ER REALLY SEEN...

ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SHARP



OR SOMEONE THROWING AN OLD SHOE AT A CAT ON A FENCE

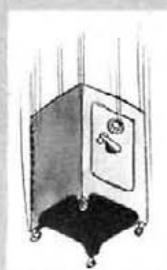


OR A HOBO WITH HIS BELONGINGS



"UGH!"

OR A JUG OF WHISKEY WITH "XXX" MARKED ON IT



A SAFE FALLING FROM A HIGH WINDOW

OR A SALESMAN PUT HIS FOOT



EET ADELINE"



RING A LAMPSHADE ON HIS HEAD

OR A KID GETTING HIS MOUTH WASH-



OR "STARS" WHEN YOU'RE HIT ON THE HEAD



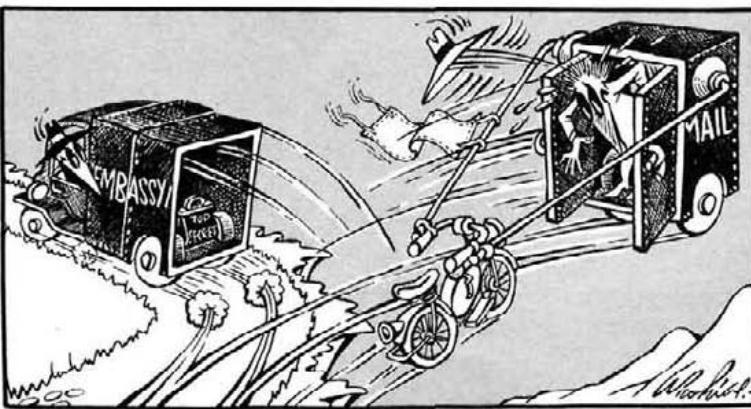
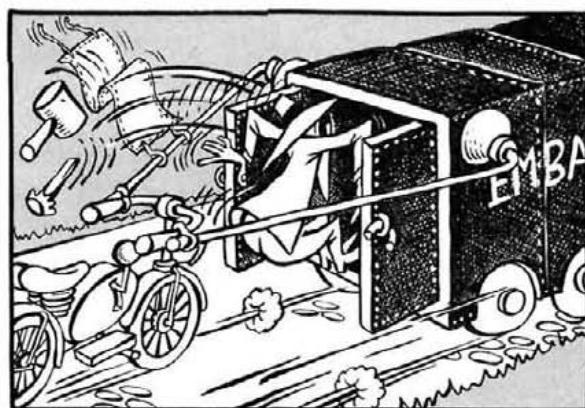
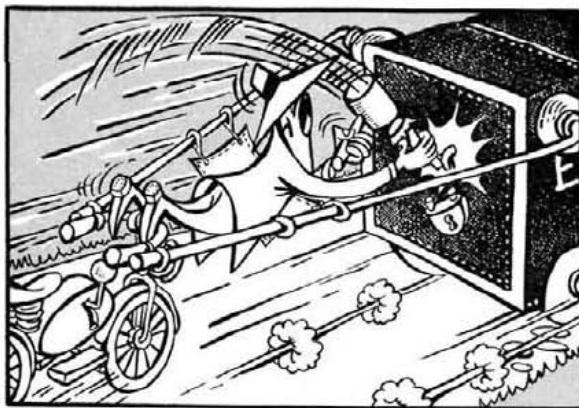
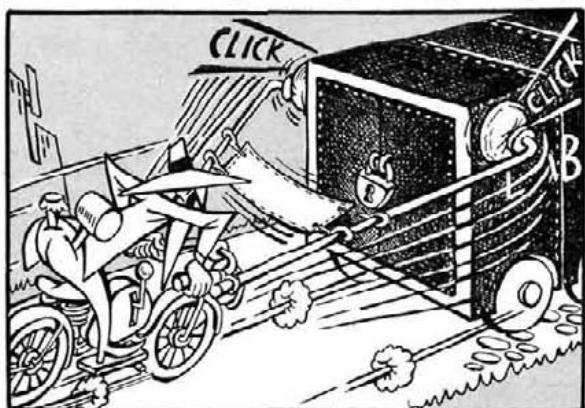
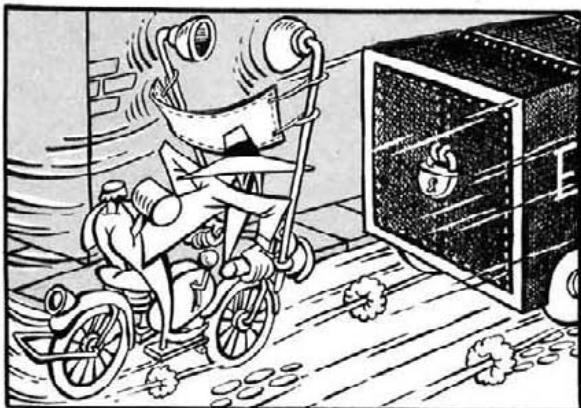
OR A WIFE



"PRESS" CARD STUCK IN HIS HAT BAND

OR A FUNNY ARTICLE IN MAD?





FILM-FLAM DEPT.

ONE PICTURE, SO THE EXPRESSION GOES, IS WORTH A 1000 WORDS, BUT IT'S WORTH A LOT MORE IF YOU'RE THE PUBLISHER OF A TYPICAL CAMERA-BUG-CATERING PERIODICAL LIKE

POPULAR

# PHOTO-MONOTONY

THE MAGAZINE FOR PHOTOGRAPHIC MINDS

Kodiak Introduces The New  
Pocket Insta-Matic 200  
Which Makes All Other  
Insta-Matics Obsolete!

**NEW PHOTO CRAZE:**  
Mini-Scuba Photography!  
Adapt Your Minox For  
Underwater Pictures Of  
Your Tropical Fish Tank

Kodiak Introduces The New  
Pocket Insta-Matic 500  
Which Makes All Other  
Insta-Matics Obsolete!  
(Including The 200!)

1500 Gadgets You Can Buy  
For Your Camera—Including  
Two You Can REALLY Use!

Retouch Wrinkles And  
Blemishes Directly On  
Your Subject Rather Than  
Risk Spoiling Those  
Precious Negatives!

Kodiak Introduces  
The New Pocket  
Insta-Matic 1000  
Which—You're Right!

PRICE: \$1.00  
(25¢ IN  
UNDERDEVELOPED  
NATIONS)

Photographer Milton Elinick Reveals...

"I PHOTOGRAPHED FRANK SINATRA,  
JACKIE ONASSIS, HOWARD HUGHES,  
AND MARLON BRANDO—AND LIVED!"



# CLASSIFIED ADS

## FOR SALE

Cannonfodder 900 with f 2.5 lens. Regularly \$100.00. Brand new, \$49.95. Sold only with case. Case, \$49.95. Honest John's Camera Angles, Box 756, Shaft, Ore.

**LENS RIOT!** Thousands of fine lenses at a fraction of their original cost. \$10 each. Do not specify camera or model number. At this price you can't be picky! Economy Opticals, Myopic, Nev.

5 mm lens—the widest angle lens ever made! So wide you'll be in every picture you take! Grab it at 750 clams! Eye-C-U, Box 45, Image, Minn.

Hsb NC 2 PRF bdy, PLUS c 12 x M, s/t, rf, sync & stb. \$225.00 Explanation of this ad, \$2.50. Write CamBy, 56 ML e, Bfd., NH

## BUSINESS OPPORTUNITIES

Learn the thrilling profession of camera repair at home. \$500 Camera Repair School course includes free broken camera to practice on. Write P-M, Box 172 for details.

Cameras repaired for Camera Repair School dropouts. Listen, don't feel bad! Not everyone is mechanically inclined! If you don't want people to know you're a loser, for an additional \$300 we will send you a "Certificate of Completion," wrapping paper, mailing labels, and everything you'll need to send those broken cameras to us for repair. We mail them back fixed, and you charge 10% over what we charge you! See above ad Box number.

Earn big bucks with the magic of candid photography! This book, written by an expert in the field, details all you'll have to know; supplies, locations of motels and lover's lanes, tells how to approach the potential customer with your shots, how much to charge for how many years, how to destroy negatives so that they're really not destroyed, etc. "Shutter-Bugging" by Tom Peepers, \$9.95 at your neighborhood smut peddler.

## OTHER OPPORTUNITIES

Save up to 90% with out-of-date film! Take off 10% of list price for every month past expired film date. 9 months or more and you get the full 90% off. Your pictures may come out terrible, but at these prices, who cares! Old Time Films, Fuzzed-Up, Ark.

2-week African Photo Safari leaves New York the 1st of every month. We supply everything—camera, film, guide, food, lodging, pro photographer and transportation—for only \$2,500.00. Or save \$2,475.00 by just sending for the pictures, which you can pass off as your own without ever leaving your living room! Write Nairobi Drug Store, Film Dept., Kenya, East Africa.

# Dear ASA



## ADVICE TO THE LENS LORN

### DEAR ASA

I've been taking pictures for over thirty years with my range finder camera and I still forget to take off the lens cap before shooting. As a result I have missed out on several vital Wedding and Bar Mitzvah shots with embarrassing social consequences. Is there anything I can do short of switching to a reflex camera?

Art Charney  
East Meadow, N.Y.

### DEAR ART,

*Yes! Focus Productions has just come out with a remarkable Lens Cap Alarm System which is linked electronically to the shutter release of your camera. A loud alarm goes off when you forget to remove the lens cap, so you don't lose any shots. Unfortunately, the loud alarm also produces some NEW embarrassing social consequences, especially during the Wedding and Bar Mitzvah ceremonies.*

### DEAR ASA

I have to admit that I have been tempted many times over the years to buy "hot" camera equipment. But I have a problem. While I've resisted buying things like a 30-to-500 Zoom lens (\$1600 list price) for twenty bucks, it's getting tougher. It's not a question of morals—I have none. It's just that I figure I'll get caught, what with that

new serial number system on file in every Police Dept. in the country. What should I do?

Red Spine  
South Boston, Va.

### DEAR RED,

*Keep resisting. However, I've got no such problem. Send your friend around to see me at my office after hours.*

### DEAR ASA

I have a very embarrassing problem—I keep falling asleep during my own color slide shows. What can I do?

Sid Ascher,  
Mays Landing, N.J.

### DEAR SID,

*Sleep and enjoy! If your slides are anything like your boring letter, chances are everybody else is sleeping too!*

### DEAR ASA

I'd like to train my dog so I can get some good pictures. Do you have any suggestions?

Eric Wessel,  
Phoenix, Arizona

### DEAR ERIC,

*It takes months of hard work and patience, but if you stick to it, you can probably train your dog to take good pictures. It would be easier, however, if you learned how yourself!*



"I sold a photo to the Flatbush Post Dispatch in 1968 for \$7.00 and another one to the Peekskill Times-Herald in 1973 for \$11.00!!"

says MURRAY TINKELENS,  
Freelance Photographer and  
Student of the INFAMOUS  
PHOTOGRAPHER'S SCHOOL

"And what's so great about it is I didn't have to quit my job to do it. As a matter of fact, I have to keep my regular job, plus hold down a night job sweeping tennis courts to pay for the cost of my lessons, my equipment and my postage bills. But any year now, another big check may just possibly come rolling in!"

Need we say more? You heard it right from the horse's mouth. You can learn just as Murray Tinkelen learned from 12 leading photographers who actually work in photography (or some related field) FULL TIME! Enroll today! Write  
**INFAMOUS PHOTOGRAPHER'S SCHOOL**  
Obvious, Conn

# PHOTO PHASHIONS/FOTO FASHIONS

What's the difference between the amateur and the pro, the slob and the snob? Often, very little. More often—none! It's not the quality of the pictures, it's the quality of the person taking the pictures that could mean the difference between enjoying a successful career as a Professional Photographer or ending up as a Dark Room Assistant! And it all starts with APPEARANCE! Do you realize that most tourists today are better equipped than most pros? The only way you're going to succeed as a pro is to LOOK like a pro...instead of a SHMO! And now, PHOTO-MONOTONY shows how to spot the difference

## THE SHMO

Wears straw hats with paisley  
hatbands, often sporting large  
plastic buttons with catch  
slogans like "Hubba Hubba"  
and "Stassen For President",  
not for camp, but seriously.

Chooses well-tailored sports  
jackets with flashy designs  
to wear over well-tailored  
sports shirts with flashier  
designs and clashing colors.

Wears a tie.

Wears Swank tie clasp,  
bearing his initials.

Carries camera and lenses in  
fitted, factory approved  
cases to protect  
his equipment. Equipment  
is protected, but not his  
image, as the shiny leather  
cases are a dead giveaway  
that the bearer is a dude.

Gold watch with  
leather band, a  
graduation gift  
from his aunt.

The shmoe is never without  
his camera manual,  
warranty and directions  
for all the accessories,  
even when he's not actually  
carrying a camera.

Trousers are permanent  
press, contain no colors  
that match outrageous  
jacket and gaudy shirt.

Socks are dull colored  
so as not to clash with  
other garments, and are  
usually supported by a  
pair of Paris garters.

Brown and white saddle oxfords  
are not an attempt to join current nostalgia  
fashion craze—the shmo  
has worn them for the last  
ten years (under galoshes,  
of course, if and when it  
looks like it might rain).

## THE PRO

Australian war surplus  
army hat with one side  
pinned up by an obscure  
silver military badge.

Bush jacket with many pockets  
filled with accessories (not  
necessarily camera equipment)  
but cold cream jars that can  
bulge out like extra lenses.

Carries a dozen  
pens and markers  
in shirt pocket.

Wears an Ankh.

Keeps larger equipment  
in war surplus gas mask  
bag which also projects  
image of World Traveler  
and "Risks-Of-Life-And-  
Limb-To-Get-The-Shot."

Waterproof, anti-magnetic,  
shockproof timer/compass/  
altimeter / humidifier and  
wind tunnel, housed in a  
stainless steel case with  
anodized strap, does every-  
thing but tell the time.

Always carries tech manuals  
and pamphlets like "The Care  
and Operation of Alpine Cable  
Cars" to give the impression  
his profession demands more  
than just tripping a shutter.

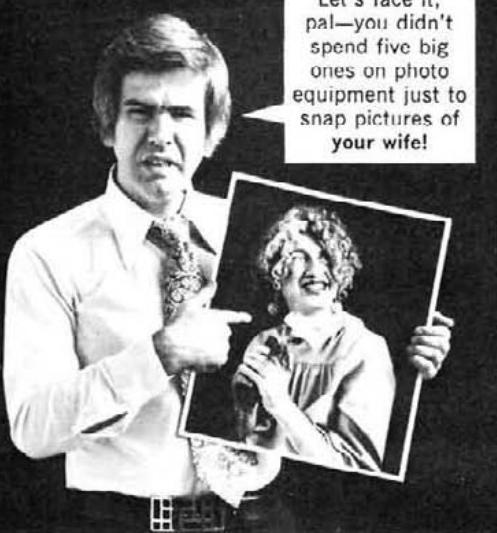
Trousers are permanent  
wrinkled, with stains  
to match the stains on  
the jacket and shirt.

Socks are  
seldom, if  
ever worn.

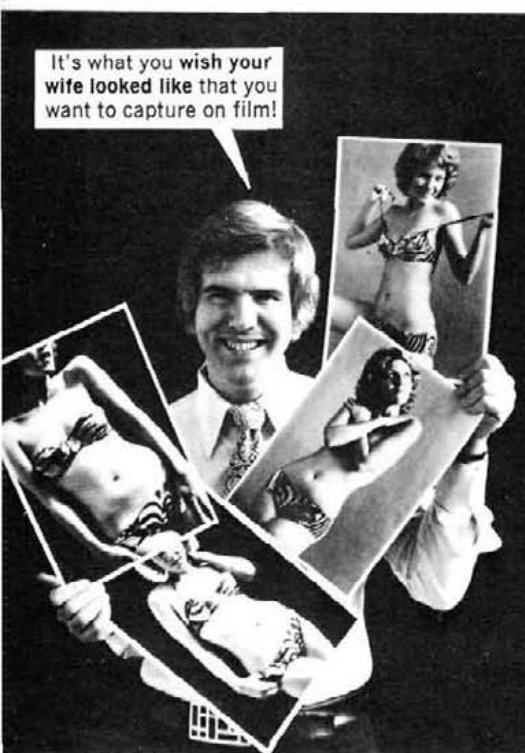
Paratrooper Jump Boots  
Provide place to carry  
additional accessories.  
Remember, a pro's equip-  
ment shows at all times!



Let's face it, pal—you didn't spend five big ones on photo equipment just to snap pictures of your wife!



It's what you wish your wife looked like that you want to capture on film!



And VOYEUR PLUS has the answer! By taking our Pin-Up Photography Course you now have an excuse to snap away at beach beauties as well as starting up a pin-up file to study from! Get the picture? From "dirty old man" to "respectable student" for just \$20.00 a lesson!

## VOYEUR PLUS

Oggie, Illinois

NOTE: These photos are from Lesson One. Obscenity laws forbid us from showing samples from Lessons Two, Three & Four.

# OVER EXPOSURES

by Gidget Bagg

PHONUS BALONIS DEPT. That rumored 8 mm movie footage of a TV star cavorting with "several leading men at one time" turned out to be true! Problem was, the "star" was a cocker spaniel from a popular TV series! But we understand the bitch's owner is suing anyway!

KISS AND TELLER DEPT. Talk about interest rate, people are still buzzing about the sensational shots taken with those surveillance cameras at a certain bank after business hours! Robbery was not the subject, which may explain the red faces behind the tellers' windows lately...

TWO-BIT PHOTOGRAPHER DEPT. Rumor has it that Irving Schyld, who recently won the \$500 first prize money in the "Self Portrait" division of PHOTOMONOTONY's Annual Photography Contest, did so by submitting a shot from a coin-operated machine! And he still has three poses left! That's one way to beat inflation . . .



UP IN SMOKE DEPT. Heads all over the country are in an uproar at recently announced agreement among top film manufacturers to coat the inside of their film cans with a noxious, but harmless substance that would render the empty cans unsuitable for illegal storage of pot! Put that in your water-pipes and smoke it! . . .

INSIDE DOPE DEPT. And speaking of dopes, custom inspectors are still chuckling over the Trainee Baggage Examiner at Los Angeles' Airport who arrested a tourist for smuggling a camera hidden inside a 40 pound bag of heroin! Bye, now—say cheese!

## COMING NEXT MONTH:

- Plans to build a complete darkroom in your bathroom!
  - Plans to build a complete bathroom in your basement!
  - Plans to convert your garage into a bedroom where your wife will make you sleep after you've converted bathrooms to darkrooms and basements to bathrooms!
  - NASA asks "How many flashbulbs do we need to light up the dark side of the moon?"
  - Should you use a tri-pod or hand-hold a camera during an earthquake?
- PLUS**
- New equipment reports that makes EVERYTHING you read about in this issue OBSOLETE!

# Dollar Days Are Here Again, but only at J.D.'s CAMERA STABLE!

**CAMERA STABLE:** America's Mail Order Bargain Center Shows You How To Beat Dollar Devaluation! We offer TRADE-UP deals you can't afford to ignore!

**BUY ANY ITEM ON THIS PAGE  
AND RECEIVE 20 ROLLS OF  
KODIAK\* FILM FOR JUST \$1.00!**

## J.D. SAYS...

What's the story? Trade-up to your dream camera! With things the way they are today, you might as well live it up a little before you go under! So come into any J.D. branch, show the man your credit card, and charge the balance between your crummy old camera and one of our great new or used jobs! That's the sto-reeeee!!

\*Offer good only on Kodak Y Film, recently discontinued with no processing available. However, we sell Kodak Y Home-Processing Kits for only \$79.95, Chemicals extra.

### GLAU-COMAFLEX



with 50 mm f. 1.1 unbreakable cast-plastic lens, lens shade, simulated leather neck-strap, manually operated frame counter & many other dazzling extras!

**Yours for  
ONLY ONE DOLLAR!**

Plus any 1974 model Hasselblad 500 C offered in trade!

### J.D. says...

Wanna good 35 mm camera REAL CHEAP? Well, our engineers have taken our huge stock of unpopular and unwanted stereo cameras, and cleverly sliced each one of them in two! Now you can buy one at half the price you'd expect to pay for a camera of this superb quality! Or, you can also buy two and save even more! Was \$150.00 Now, only \$74.95!

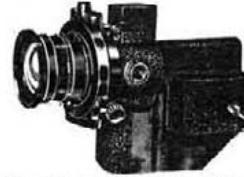
# JD

Was \$150.00

Now—  
\$74.95!!

Now—  
\$74.95!!

### KAMIKAZE 400



with suicide shutter that self-destructs if automatic light meter, range finder, and film speed indicator don't all simultaneously function together!

**Yours for  
ONLY ONE DOLLAR!**  
Plus any Nikon F-2 offered in trade!

### ASTIGMATIC FOUR



with Semi-Auto Meniscus lens, rewind crank, and recessed tripod socket (left hand thread)

**Yours for  
ONLY ONE DOLLAR!**  
Plus any Leica M-5 offered in trade!

**J.D. SAYS...** All "click" and no "shtick" makes photography a dull sport! Try some of my hilarious gag attachments on your camera and get big laughs!

### Squirt-Em-Inna-Eye Attachment

Fits over the lens, looks like a telephoto lens. Complete with "strobe" attachment that holds up to a quart of water, plus a manual bulb release.



**Squirt-Em-Inna-Eye Attachment—\$5.95**

Quart of Pure Water—\$6.79

### "Mr. Smiles"

You don't have to tell 'em to say "cheese" anymore! Our "Mr. Smiles" attachment converts the front of your camera into a hilarious "face" that never fails to get impatient subjects and bratty little kids to flash their ivories!



"Mr. Smiles"—\$9.95

RUSH ORDER NOW TO J.D. CAMERA STABLE, QUONSET HUT 12, DISPOSAL, ARK.

# AFRAID OF A CAMERA RIP-OFF?

HIDE YOUR EXPENSIVE IMPORTED CAMERA INSIDE OUR HOLLOW, PLASTIC ARGO CAMOUFLAGE II!



Why walk around scared half out of your wits that some murderous junkie will leap out of the bushes and rip-off the expensive, imported camera hanging from your neck, especially now that camera theft insurance is close to impossible to obtain, and, if you can get insurance, the premiums each year are higher than the price of a new camera?

Convincingly "cheapens" your camera treasure while allowing you full access to all controls. Walk safe (even if you can't walk proud) with the sensational . . .

## ARGO CAMOUFLAGE II

"If you care enough to hide the very best!"

# ASHAMED? EMBARRASSED?

Are you tired of those amused, condescending glances and sneers of contempt from other camera buffs everytime you walk in public with some lowly, American-made camera slung around your neck? Well, you should be! Everyone knows that the good cameras are all imported cameras!

HIDE YOUR  
CHEAP DOMESTIC  
CAMERA INSIDE  
OUR HOLLOW,  
ALL PLASTIC  
ARGO  
CAMOUFLAGE  
III!

Convincingly "up-grades" your piece of junk to look like the \$900 Sushi Teriyaki STP. The only problem you will face is that the Sushi Teriyaki is a prime target for rip-off men! But even that's no problem if you read the advertisement in the upper left hand corner of this page.

## ARGO CAMOUFLAGE III

"You can't be sure if it's Argo!"

# WHAT'S IN THE DEVELOPING TANK?

Hints, Tips, and Obvious Sales Pitches for Gullible Readers

### Taiwanic III Doesn't Make It!



Taiwanic III

As must be expected from any import in the under \$300 range, we certainly didn't expect much from a camera that lists for \$15.95. And we didn't get much, except maybe a few laughs! See for yourself! Pictures were blurred and fuzzy with no detail. Proof positive that you get what you pay for!



Picture of a flower taken with the Taiwanic III

### Bettina CR Makes It Big!



Bettina CR

If you thought the Bettina BQ was a great camera, wait'll you handle the fantastic, new CR model, which lists for \$695.00. Using the Zorch 120 mm lens with motorized drive, the artist shots become a snap, as you can see by the accompanying first prize winner in the Candlewood Photo-Arts Festival. Proof positive that you get what you pay for!



"To A Wild Rose" by Lee MacDowell

### Hello, Ultra 8, Goodbye, Super 8!



Since Super 8 made the old 8 mm camera equipment obsolete, and netted manufacturers a cool billion, they've

been racking their brains to find something new to kill off the Super 8 stuff. Now, Bawll and Howll has done it! Look for ULTRA 8 to make its debut before Xmas time—Bigger and brighter than Super 8, Ultra 8 should be a winner. Providing no one catches on that it's just plain, old 16 mm.



Hi! I'm Mason Reach, this issue's "Sports Personality Interviewer!" Why Me... and not somebody more suitable, like Howard Cosell? Because! So there!! Now, let's get on with it, and meet Royal "Bear" Hades, who's been chosen as ...

# MAD'S COLLEGE FOOTBALL COACH OF THE YEAR



ARTIST: JACK DAVIS

WRITER: LOU SILVERSTONE

Coach Hades, what's the most important ingredient in being a successful coach?

A College President who wants a winning team, and doesn't care how he gets it!

C'mon... I'll show you around! This is one of our Dressing Rooms...

This—this CLOSET is where your team dresses for a game???

Nah! This is where the VISITING team dresses for a game! Today, games are won on two fields: the field of play, and the field of psychology! You'd be surprised how a crummy dressing room like this can demoralize an opposing team!



You sure have a lot of players on your squad!

They aren't players! They're my assistants! Football is a highly specialized game! It calls for specialized squads and specialized coaches to train them!

Undt vot iss diss?

That's a football, Coach Himmelring! That's the ball that the game is played with!

Diss is vye zey sent for me?!! I don't know from zuch t'ings! I vass told I vood be trainink troops to tackle, torture undt administer punishment! Zat iss my specialty!!

There go my two top assistants! I just couldn't function without them!

Are they in charge of Offense and Defense?

Nope! One is in charge of fixing the High School transcripts so top players can get into our school . . . and the other's in charge of making sure they don't flunk out once they're here!



And this is my star substitute!

He's not much bigger than me! What position does he play?

He doesn't play! He substitutes for my first team players when they have to take exams! He may only weigh 130, but his I.Q. is 160!



C'mon! Let's see some HITTING out there! HIT! HIT! STICK . . .

If that's the team, they don't look much like Football Players!

They're not! They sell programs, hot dogs and the rest of the goodies!

My contract calls for 10% of the concessions! C'mon, you slobz! Lets see some hustle! There's gonna be 60,000 people out there Saturday! Move!



Hey, look—we gotta practice Friday night when "Santord and Son" is on the TV!!

What's wrong with our Publicity Department?! I haven't been on one magazine cover all season! How'm I gonna win the Heisman Trophy with no cover stories?



Do all of your players gripe like that', Coach Hades?

They wouldn't dare! Anybody that don't like the way I run things can turn in his uniform! Having malcontents around is bad for team moral!

Then how come you don't throw THOSE two off the team?

Because THAT would be bad for MY moral! They're both All-American!

Do you have any special plays you use against particularly tough teams?

Here's one I dreamed up . . . "The Hidden Key" play . . .

When the opposing team gets to their dressing room at half-time, they find the door locked! By the time the Field Superintendent is located, and comes up with the Master Key, the other team has spent ten or fifteen minutes standing around in a drafty corridor, getting no rest . . . with no time to plan second half strategy!



What do you find is your toughest game? Michigan . . . Notre Dame? UCLA? CCNY?

Le'me tell you something, Mr. Peanut! My toughest game is the "Recruiting Game"! If I don't win that, I don't play on the same field as those teams! I'm prouder of landing Loony Joe Donn than I am of beating Alabama! That was some struggle!



Did he select State because you offered him a car, clothes, money under the table and a job for his Father?

Nah! 290 schools offered him THAT! I nailed him with my Secret Weapon . . . my sure-fire convincers, "THE RECRUIT-ETTES"!

That's US! We give our all for State! Come to State, you little devil, and we'll show you a few plays you won't find in any playbook!



Gee . . . isn't he kinda YOUNG to be recruited. Coach Hades??

Take it easy, girls! This isn't a recruit! This is Mason Reach, from MAD! I was telling him how you girls keep our visiting High School stars from getting homesick while they're here, looking over our Campus!

Gee! How does that help recruit 'em?

Hey! How old ARE you, anyway, kid?



Coaches are famous for their inspirational speeches! Can you recall your best one?

Sure, "If you want a station wagon that's tough, economical and roomy, try the triple-threat Shlock 360!"

I meant to the players! You know, a speech that fires them up to play their best ball . . .

I don't bother with those silly things anymore! I inspire our guys with cash bonuses for good games and a giant jackpot for whoever wipes out the other team's quarterback!



You mean you actually give your players money out of your own pocket?

Nah! It comes out of the pockets of friendly alumni! We make the jokers "Honorary Coaches," give 'em hats and jackets, and they don't care WHAT they spend!

Then the Athletic Department never makes cash payments to the players?

To quote our great past President— "That'd be WRONG!" No, we give 'em batches of tickets for the games!

But don't they "scalp" the tickets for a lot of MONEY?

What they do on their own time is their business!

What would you say is the biggest problem in coaching a top-ranked college football team?

All of the stupid restrictions they put on us Coaches! See that guy? He's probably out for the season with that knee injury!

That's terrible!

You said it! It means his scholarship is WASTED! Now, I gotta carry the creep, even though he can't play!



Where are we going now, Coach Hades?

I want to call on a hot High School prospect! But first, let's watch this Peewee League game . . .

HIT! HIT! C'MON YOU SLOBS! YOU CALL YOURSELVES "MEN"?!! LET'S SEE SOME HITTING OUT THERE . . .

Do you think that organized football is good for a boy my age?

Best thing in the world for a kid!  
Why??!! Because it makes a MAN out of you?

No, because it makes a ROBOT out of you! One season under a "Kill-To-Win" Coach is all a boy needs to be "broken" . . .

. . . and that makes him a lot easier to coach when he grows up!  
You mean, IF he grows up!!



Here's the place! As soon as I finish studying this "Scouting Report," we'll go in!

Does that report tell you all about the player?

I know all about him! This is a report on his parents!

You mean you scout the parents?

Of course! The key to successful recruiting is to know the correct way to approach the parents . . . which ones should be bribed, which ones should be buttered up, which ones should be conned, and so forth!



Good afternoon, Mrs. Boonesdurry! It's a real pleasure meeting you! Naturally, I hope young Brian decides on State!

But if he doesn't, I certainly hope that he chooses ANOTHER university like ours where education comes first!

I've always felt that playing football is a fine pastime, but a strong mind is more important than a strong body!

It certainly is refreshing talking to you, Mr. Hades! Those other coaches that were here offered Brian all kinds of money and cars . . . it was so disgusting!!



Coach Hades, I still haven't decided between State and West Point! I want to serve my country . . .

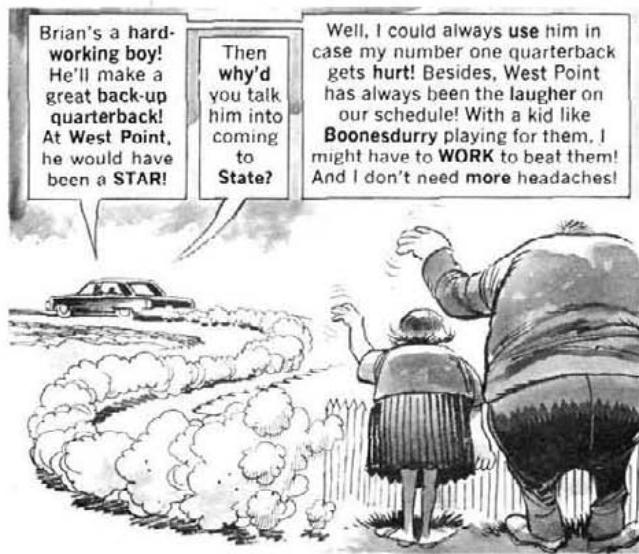
Of course you do, son! And Patriotism is one of the things we look for in a boy! Patriotism, speed, size . . . and a good pair of hands! If you REALLY want to serve your country, then come to STATE! What's more American than playing with America's number one college team . . . ?!



Sure. West Point's got a team! But what about after you graduate? You can go on to Pro Ball from State! Just think about all our lonely GI's and West Point Officers stationed around the world, listening to you play Pro Ball on Armed Forces Radio? Do you know what our boys in the foxholes talk about? Football scores! Because Football is as American as apple pie!

Gee, how could I have been so blind! Coach Hades . . . I'm coming to STATE!





Ahhh! Those creeps don't bother me! I just signed a ten-year, no-cut, iron-clad contract to coach here at State! I want to spend the rest of my career at this great school! And if I ever get married and have sons, I want them to come to State! I've recruited every boy on this team personally, and they're loyal to me! And that's what I like in a boy . . . LOYALTY!!



Pardon me, son! I gotta take this call!

Yes? Speaking! How much? Listen, I get that already! Up it another ten grand a year, throw in "Athletic Director" and you got a deal! Fine! I'll settle up my business here, and I'll be there faster than you can say "Beat State"!



Listen, kid! I got a scoop for you! You are now looking at the new "Coach and Athletic Director" of Midwestern U.!

But—but what about "loyalty," and your ten-year iron-clad contract with State?



Contracts were made to be broken, kid! Football is a tough racket, and a man has to look out for himself! Also, I owe it to my family to take this great opportunity!



That's THEIR problem! Of course, any players that haven't enrolled yet, I can take with me! After all, Midwestern U. is a fine school with a great tradition, and if I ever have sons, I'd want them to go to Midwestern . . .

I think this is where we came in, so . . . this is Mason Reach, signing off for MAD Magazine!



FATE ACCOMPLI DEPT.

# IT'S BAD TIM

## IT'S BAD TIMING WHEN . . .

you finally reach your 21st birthday



. . . the same day your local theater decides to quit showing porno movies because of the Supreme Court ruling.

## IT'S BAD TIMING WHEN . . .

you've played right field all season, and not one ball has been hit to you



## IT'S BAD TIMING WHEN . . .

you finally spot the answer to a tough question on your neighbor's Exam Paper



. . . just as they announce "Time's up!"

## IT'S BAD TIMING WHEN . . .

you go to the bank to make a deposit



## IT'S BAD TIMING WHEN . . .

you're filling your Water Gun at the hall drinking fountain in your school



. . . just when the Principal decides that he's thirsty and wants a drink.

## IT'S BAD TIMING WHEN . . .

you finally try your first puff of pot



# ING WHEN...

ARTIST: JACK RICKARD

WRITER: LOU SILVERSTONE



... until it's the last inning of the Championship Game, and bases are loaded!

## IT'S BAD TIMING WHEN ...

after spending the season on the bench,  
your Coach finally puts you in the game



... the very same moment the opposing team sends in a huge 250 lb. monster.



... and they decide to hold it up while you're standing in line with your cash.

## IT'S BAD TIMING WHEN ...

you finally get tickets to a Hit Show



... and the Star is sick that night!



... the night the Cops bust your Dorm.

## IT'S BAD TIMING WHEN ...

you bring home a poor report card



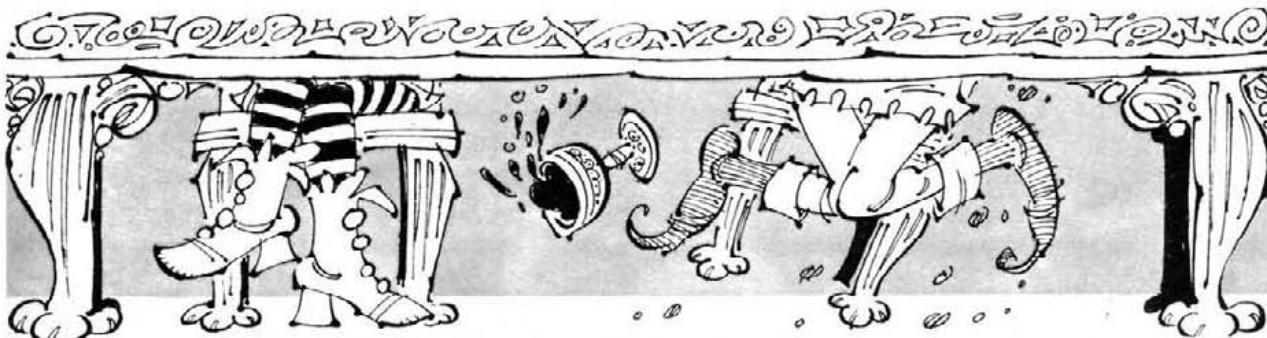
... the same day your father was chewed out by his Boss, his train was late, and your mother announces that her mother is coming for one of her extended visits.

# FOOTNOTES\*

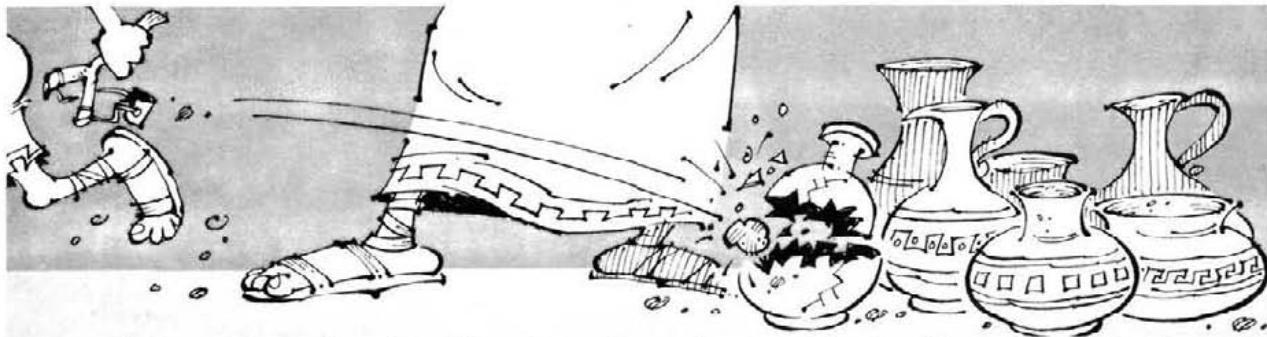
ARTIST: PAUL COKER, JR.



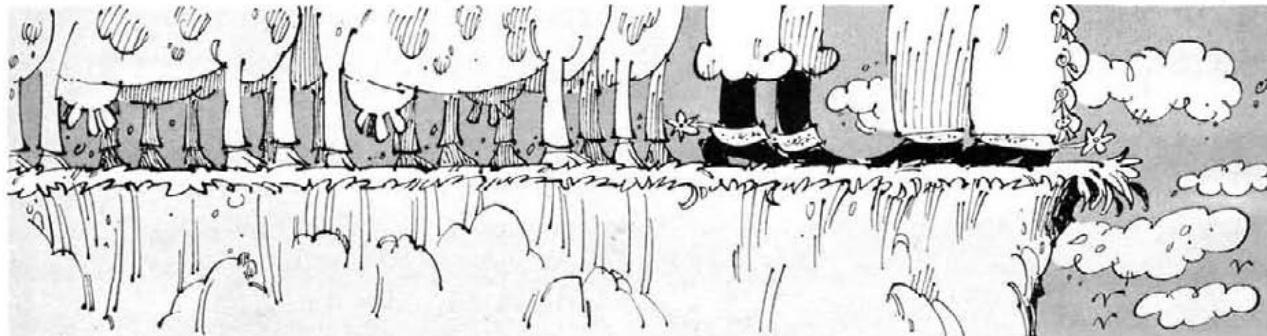
\*\*"Adolf . . . can't you walk like the other boys?!?"



\*\*"You sure know how to throw a party, Lucrezia-a-a-a-a-aaaggh . . ."



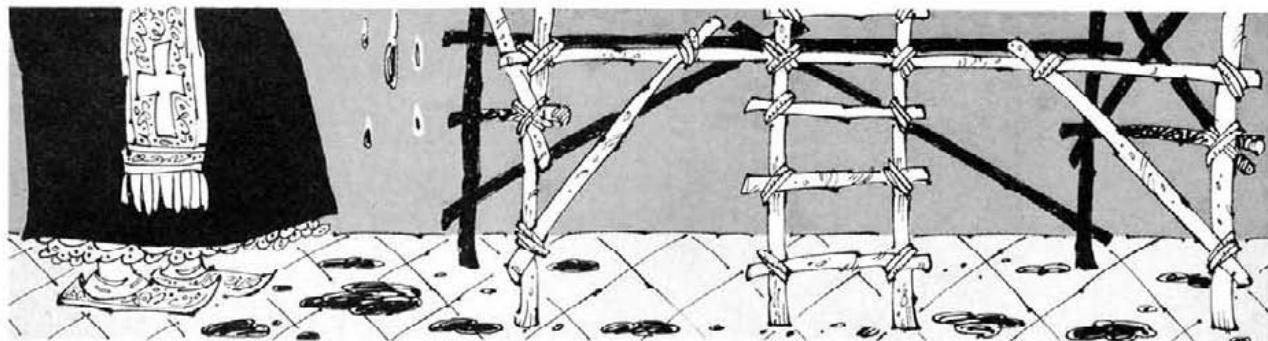
\*\*"One of these days, David, you're going to hurt somebody with that slingshot!"



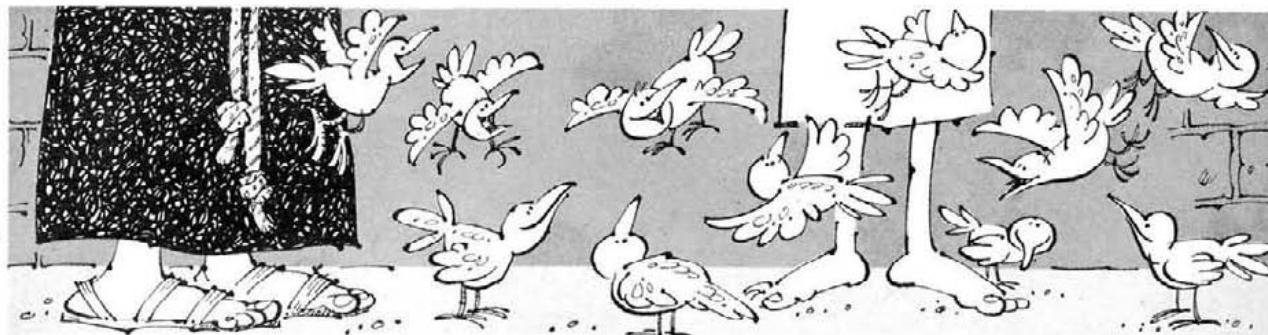
\*\*"Okay, Mr. Chisholm . . . which way do we go now?"

# TO HISTORY

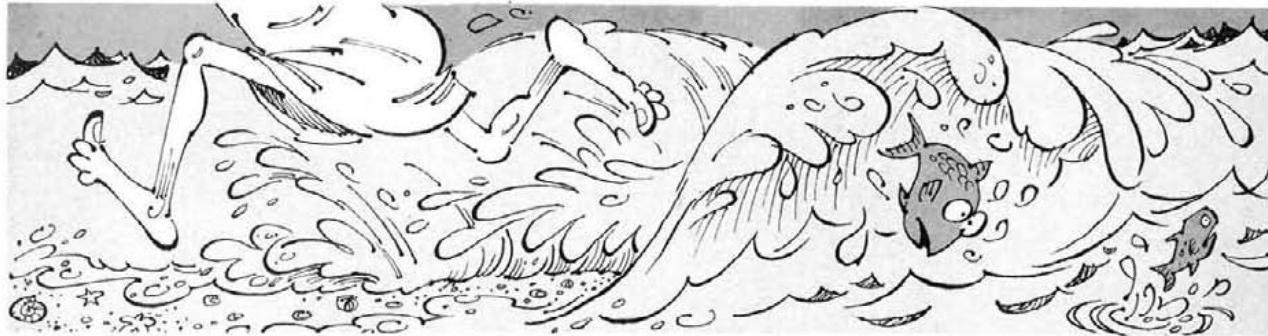
WRITER: PAUL PETER PORGES



\*\*"Would you mind very much using a dropcloth, Michelangelo?"



\*\*"Stop playing with the birds, Francis, and come finish your Latin homework!"

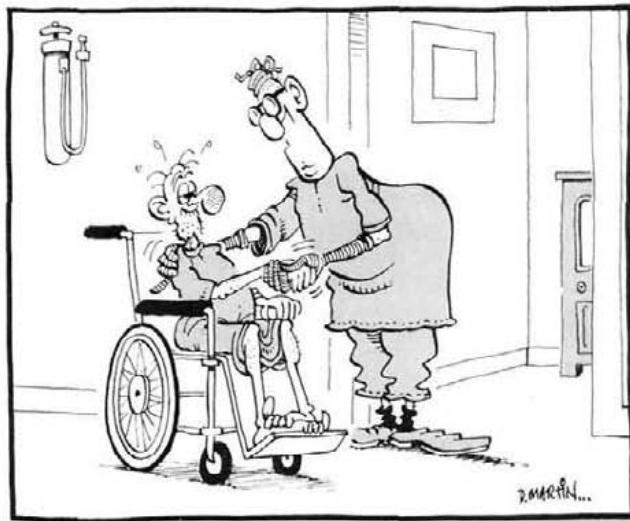
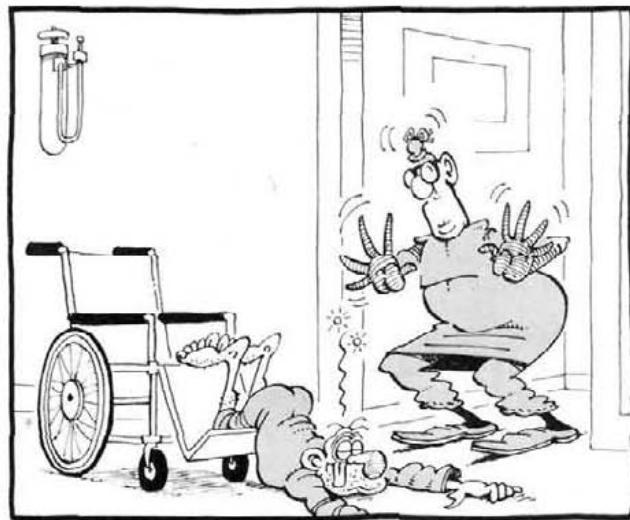
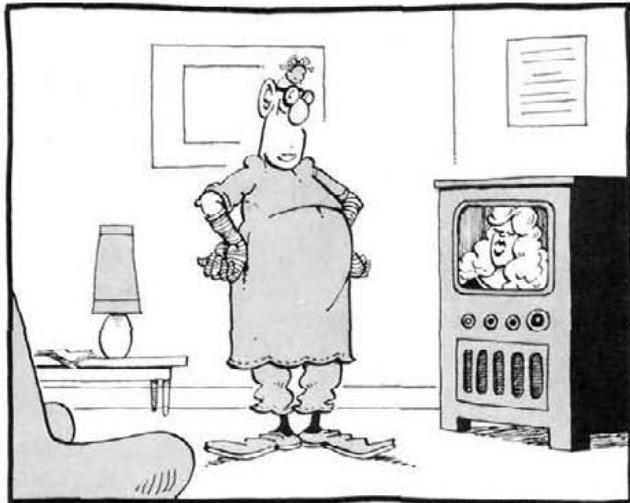


\*\*"Moses! Moses, hold it! Wait for me!!"



\*\*"Orville! Wilbur! Come down here this instant!"

# ONE DAY IN A HOSPITAL



**TIRED BLOODHOUNDS DEPT.**

Despite its shortcomings, Television has given us a wide variety of programs to suit every taste. At the mere flick of a channel selector, you can have your choice of a fat detective, an Indian detective, a black detective or a detective with the physical handicap you enjoy most. But for a truly incredible experience, MAD recommends you tune in TV's only Senior Citizen detective:



# BARNACLE GROANS

ARTIST: ANGELO TORRES

WRITER: TOM KOCH

Barnacle, you're in fairly good shape for your age! But I'd suggest that you stop trying to climb fences and run down alleys chasing crooks!

Why . . . ? I always wear my orthopedic sneakers and my rubber underwear!

But you've slowed down! The cops have to give you a big head start now so you can stumble to the scene of the crime and solve it before they do!

Well, as my Daddy used to say, "Lookin' at the furrow, you cain't tell how many mules pulled the plow!"

What's THAT got to do with it?!! Not very much. Ah guess! But it shore does make a mighty fine li'l conversation stopper, don't it!

Just send my Father-In-Law a bill the first of the month!

We'd prefer CASH . . . and right now! For his age group, the average life expectancy is only FOUR DAYS!



Petty, Ah think Ah'll go on a fishing trip out in the boondocks somewhere!

To regain your strength after working too hard?

No, to regain my hayseed dialect after workin' in the city too long! Didja notice how that Doctor could almost make out what Ah was sayin' to him?

A Miss Overshaw is outside, Barnacle! She says that you agreed over the phone to look for her missing 72-year-old Brother!

Well . . . Ah'm goin' fishin' right now . . . so jus' tell the ol' bat that I don't bother huntin' for runaway delinquents!

She'll pay double your usual fee!

Come to think of it, fish make me sick! Show the dear lady in . . .



You're kind to help me find Hubie, Mr. Groans! But why did you ask me to take the wheels off m' car and bring them here?

Finding things stuck in tire treads can tell me where a feller's been!

Couldn't you have come DOWNSTAIRS to look at the tires?

Walk SIX FLIGHTS OF STEPS at my age just for THAT! Don't talk foolish!

Isn't it unusual to have this expensive crime lab equipment when the rest of his office is so crummy?

Maybe! But Barnacle insists he's too young to wear glasses! So the only way he can examine clues is with a \$5000 microscope!

GROANS PRIVATE



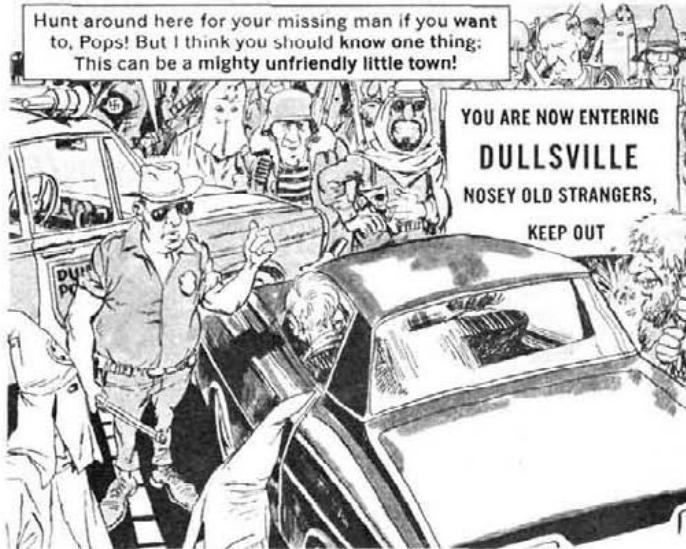
Let's mosey up to Dullsville, Patty! Because applyin' my sophisticated equipment and keen deduction to this scrap of paper stuck to the tire, Ah know that's where the missin' man is!

That's amazing! Can you tell from a chemical analysis of the paper ... ?

No ... from what's printed on it! It's a ticket stub from the Dullsville Drive-In Movie!

Hunt around here for your missing man if you want to, Pops! But I think you should know one thing: This can be a mighty unfriendly little town!

YOU ARE NOW ENTERING  
DULLSVILLE  
NOSEY OLD STRANGERS,  
KEEP OUT



Oh, yes, Mr. Groans! This message, just came for you!

Hmm! Ah don't know anyone here in Dullsville! Ah wonder who coulda sent it!

Most anyone in town! We're ALL unfriendly here! Which also might explain why I'm charging you \$30 a day to sleep in a broom closet next to the boiler room!

This puts me in mind of somethin' my Daddy used to say to me ... "Never swap a healthy cow for a three-legged mule!" An' Ah 'member another time when he said to me, "Never—

Please! Take the Bridal Suite . . . the Penthouse . . . ANYTHING! Just stop with the cornpone philosophy!

Nice going there, Barnacle! It works every time!



In case you forgot, I'm your SON'S WIDOW!! Why didn't you get us separate rooms???

'Cause Ah 'member what happened to my boy the day after your Honeymoon! He jus' keeled over and died smiling! Ah'd shor like to go out the same way!

But . . . what about Hubie Overshaw???

Let him find his OWN girl!



Well, that saves a dime! There's only one Hubie Overshaw in the phone book, and callin' him is pointless!

Really? Why?

'Cause if he answers, that means he's home! But the one that we're huntin' for is missin'! And if a feller's home, he ain't missin'! That's elementary criminology!

Somehow, your explanations always sound more like advanced senility!



Watch me shovel some of my quaint charm on this Bartender to make him talk without arousing any suspicion!

Bartender, bring me a glass of milk . . .

**MILK?!?**



Barnacle, I think we see too much of each other! In three years, you've never given me one day off to lead my own life!

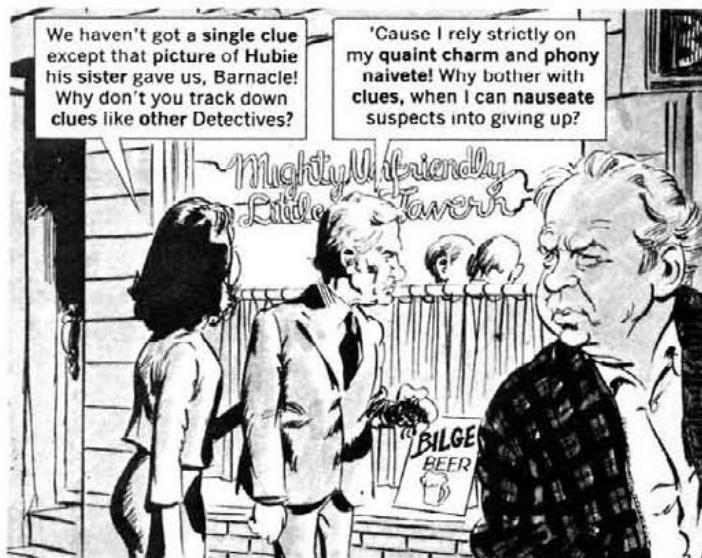
Well . . . I figured havin' you around is indispensable!  
Because I'm the perfect secretary?

No, because you're the perfect blood type! If I need a transfusion fast, I can't waste time huntin' for you!



We haven't got a single clue except that picture of Hubie his sister gave us, Barnacle! Why don't you track down clues like other Detectives?

'Cause I rely strictly on my quaint charm and phony naivete! Why bother with clues, when I can nauseate suspects into giving up?



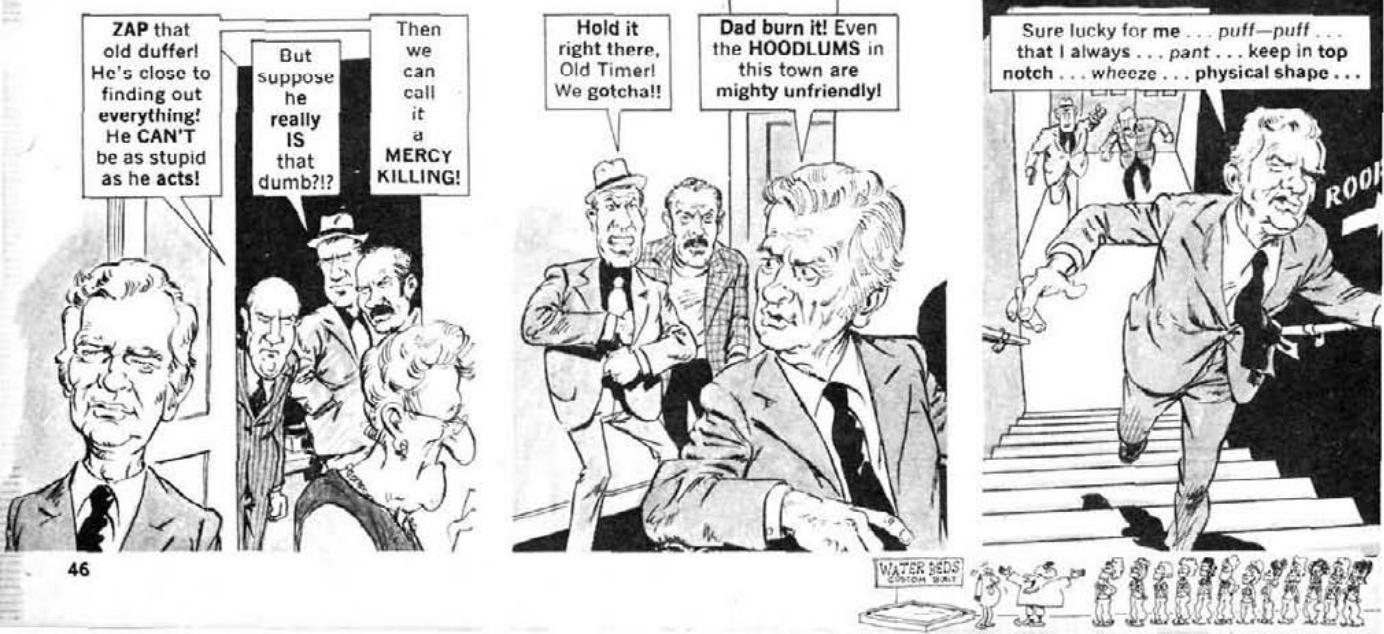
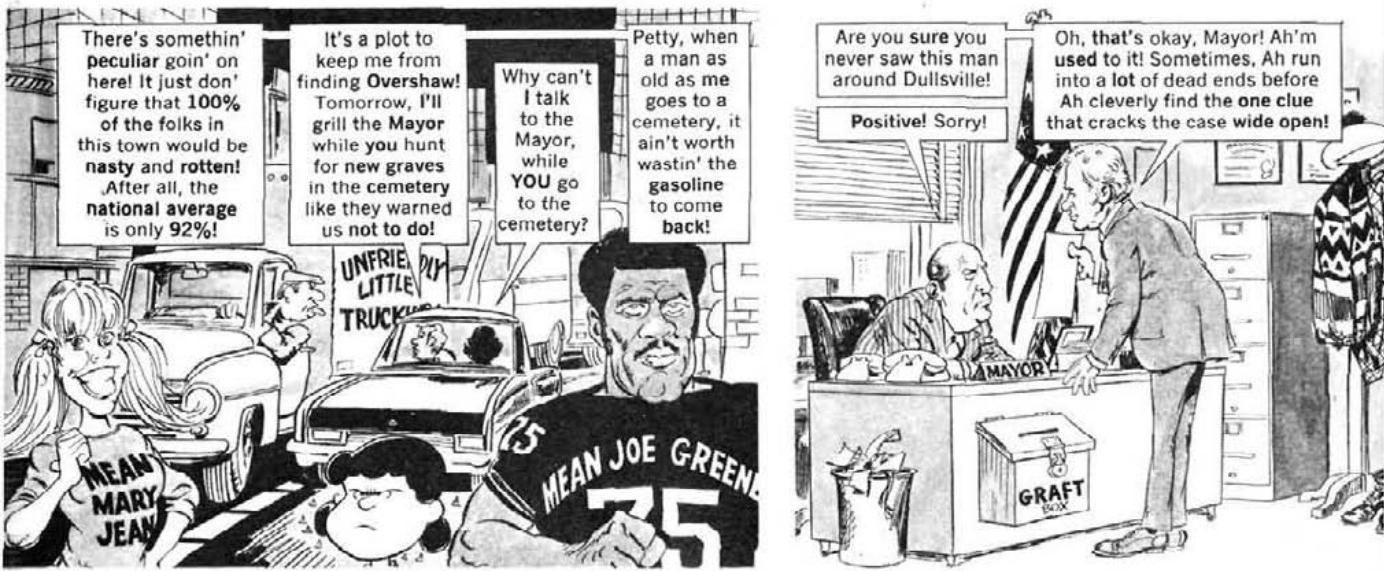
We hate inquisitive strangers, Stranger! You're just lucky we haven't caught you checking up on our crooked Police Chief!

Or poking around the Mayor's office!  
Or, worst of all, spotting new graves in the cemetery!

How come you nice fellers are givin' me all those swell clues

Because without our help, you'd never find the best place in town to get your head bashed in!





Those flabby punks . . . gasp—gasp . . . got more than they bargained for . . . wheeze . . . rattle . . . when they took out after ol' Barnacle . . . groans . . .



Time out!  
King's X!  
Fins!  
Fingers crossed!



Aw, for Pete's sake! We ran as slow as we could to put some excitement into this stupid chase!

Now, you spoiled it all! You could've just stepped across there! But, 'O . . . ! You had to be a big SHOW-OFF and try to JUMP across!!

Well . . . so much for the excitement! Now . . . we kill you . . .

Y'know, that puts me in mind of somethin' my Daddy used to say . . .



"Buildin' the roof of the barn first just means you gotta put the hayloft in the basement!"

An' Ah 'member another sayin' of his that might interest you fellers! It goes like this . . .



. . . an' after that, my Daddy tol' me somethin' else I never forgot!

"Ridin' a swayback mule is a whole lot like ridin' a camel upside down!" Or was it "inside out" . . . ?



Groans must've shot them! He was the only one here! So now we can put him out of circulation on a murder rap!

But these men weren't shot, Boss! They look like they died of boredom!

Then that clinches the case! It HAD to be Groans!!



I got nuthin' t' report, Petty! The Mayor didn't even act a little bit suspicious! How'd you make out?

Well, I found several fresh new graves in the cemetery! And ONE of them was marked "Hubie Overshaw"!

Hmmm! I've been lookin' high and low for him . . . but I guess I wasn't lookin' quite low enough! I wonder what he caught that proved fatal . . . ?



He caught a bullet right between the eyes! I got rid of him and all the others in those graves because they were OLD! I hate old people! Folks in this unfriendly town are unfriendly because of old people!

How come? Ah always thought we were sorta loveable!



You wouldn't think so if you lived in a town with a crooked Mayor! Here, the young people are sore because their taxes keep rising to pay for what the old people need, plus what I steal! Luckily, I devised a great new plan for Government ECONOMY ... mainly, kill off the old people!

Viewin' the problem impartially, Ah reckon that could balance the budget!

And now, Groans, I've got to kill YOU ... because you found out about it!

Oops! Ah think Ah jus' stopped viewin' the problem impartially!

It's no good, Boss! I'm taking you in!

Even for a crooked COP, 13 murders is an unlucky number!

Besides, we stopped being best friends after you built the Dullsville Freeway from your house to your office ... right through my bathroom!



But I HAD to cut expenses on that because OLD AGE PENSIONS were costing so much

Hey! What's an Old Age Pension?

Dumbbell! That's what a town has to pay all its old codgers who can't collect Social Security!

Okay! What's this Social See-cure-itty?

Are you kidding, Groans?!

Barnacle, it's incredible! You thought you had to keep on working because you'd never heard of Social Security?

Yep! Unless maybe Ah heard of it when I was too young to get it ... and when I was old enough to get it, Ah was too old to remember Ah'd heard of it! That makes sense, don't it?

Oh, sure! Just enough to convince me that you should retire immediately!



After you tell Miss Overshaw about Hubie, I'll notify the Social Security people that you're ready to quit work and let the U.S. Government support you!

Sounds like a mighty fine arrangement! Imagine ... gettin' paid jus' for bein' OLD!

Bang! Bang! I gotcha, Blackie! You're dead!

I'll be the crook, and you guys chase me through the abandoned warehouse!

Ain't fair! You get to be the crook every day! It's my turn!  
Raise your hands, Mr.!

I—I would if I could ... but I can't! My lumbago is killin' me!

In my prime, I found John Dillinger's gun moll! What did YOU find, Old Timer?

Me? Ah found somethin' that beats that eight ways to Sunday! It's called Social See-cure-itty!

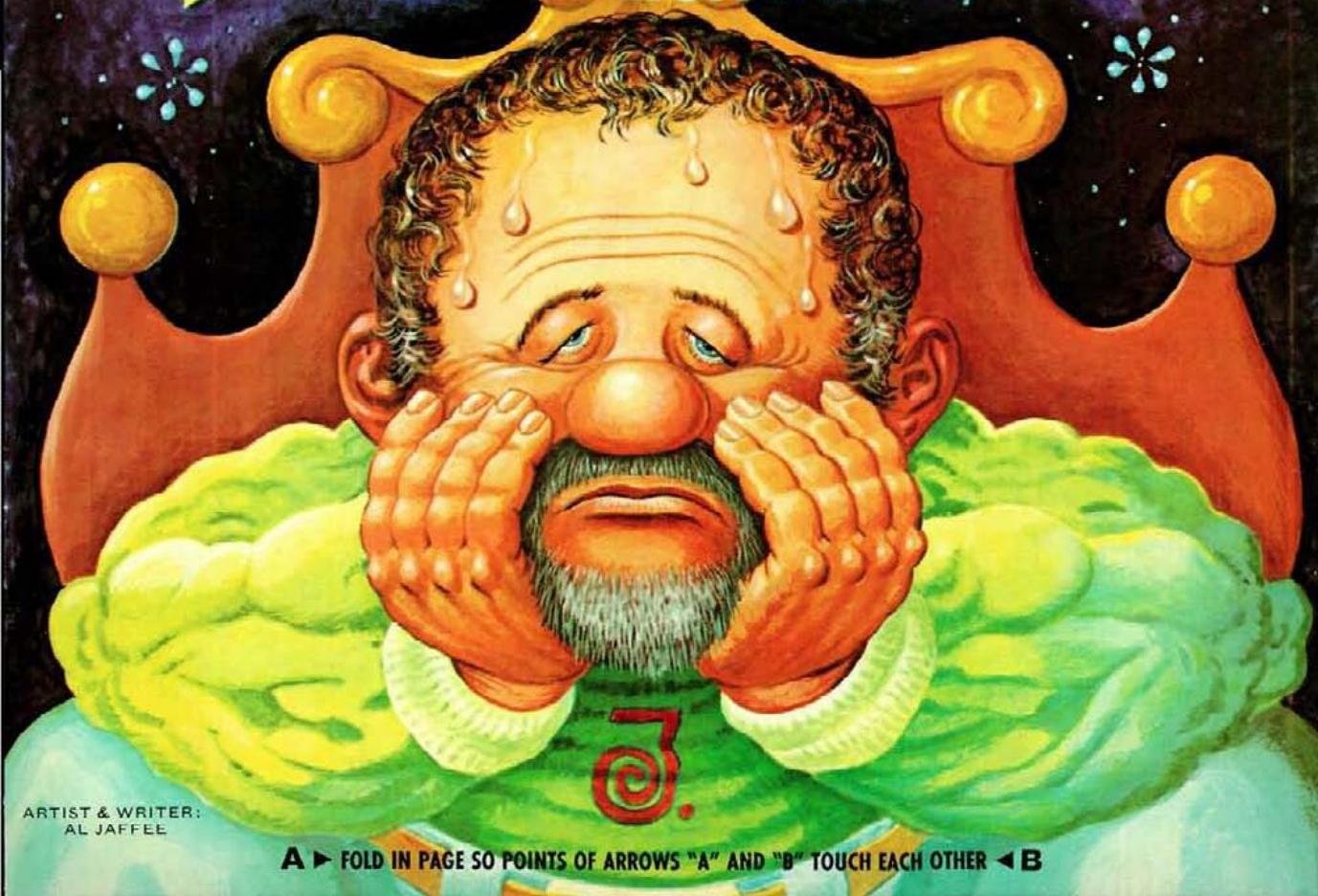


A ▶ DUMB  
STUPID  
JERKY

MAD'S FOLD-IN  
**FOLDS**  
WITH THIS ISSUE

◀ B GROSS  
DOPEY  
IDIOTIC

HUMOR IN PERIL  
APPALLING IN PERIL  
NO MORE IDEA  
FOUL VITRIOL  
DECISION



ARTIST & WRITER:  
AL JAFFEE

A ▶ FOLD IN PAGE SO POINTS OF ARROWS "A" AND "B" TOUCH EACH OTHER ◀ B

# Ms. LIBERTY



ANOTHER  
MAD  
MINI-  
POSTER

MUTZ

ARTIST: MUTZ | IDEA: AL JAFFEE